PRINTING EQUIPMENT ENGINEER

JULY • 1934

A TECHNICAL PUBLICATION FOR MECHANICAL EXECUTIVES RESPONSIBLE FOR PRINTING PRODUCTION, EQUIPMENT AND SUPPLIES IN THE COMMERCIAL, MAGAZINE, PRIVATE PLANT AND DAILY NEWSPAPER FIELDS

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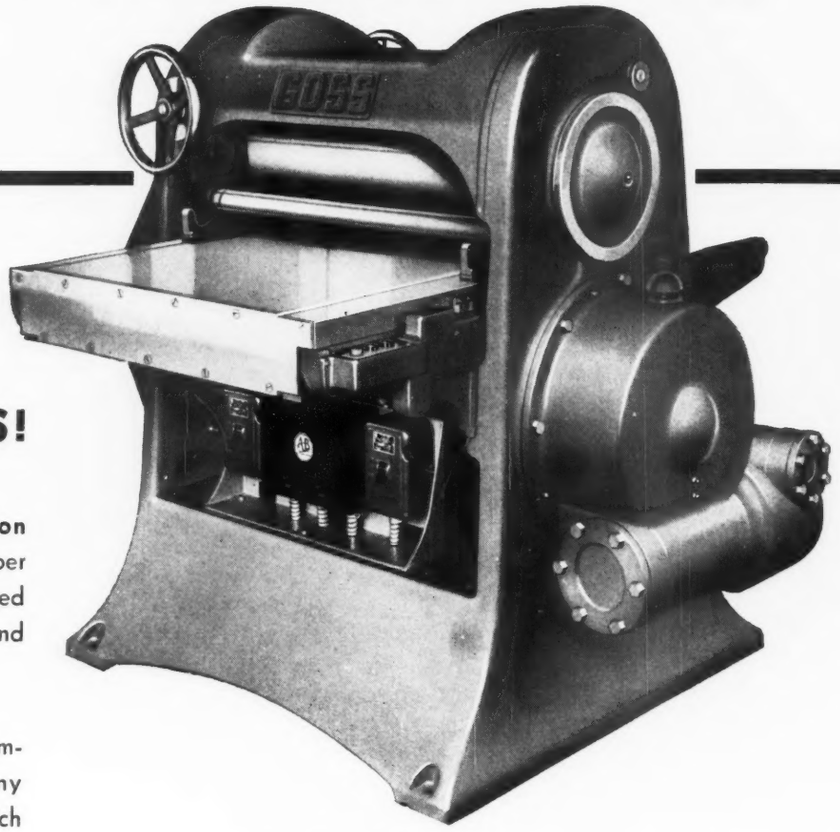

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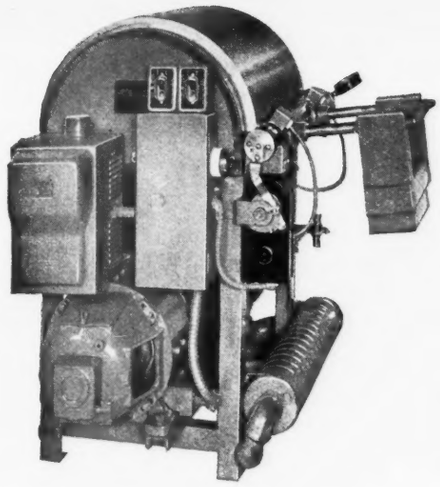

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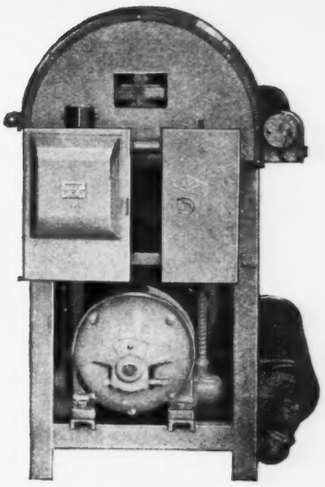

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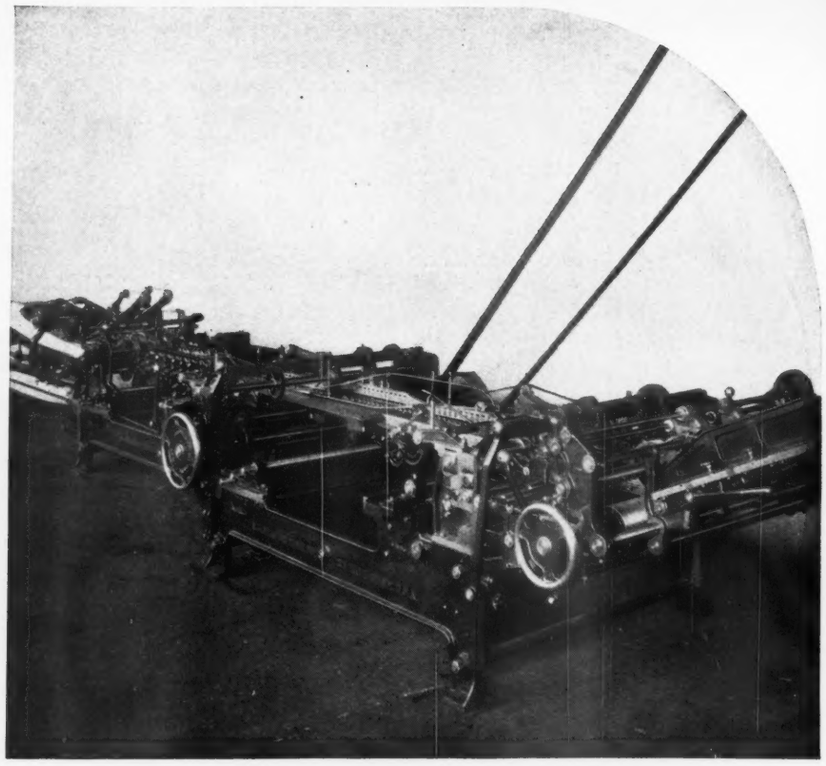

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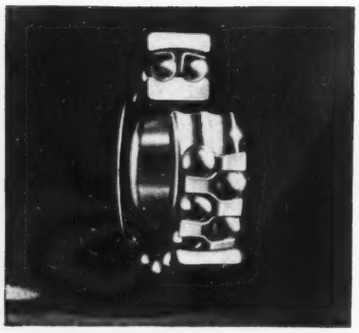
3221

● You may buy a bearing as a bargain but try and get a bargain out of using it, for nothing is apt to cost so much as a bearing that cost so little



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July 1934 Contents

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Share Your Knowledge With Others

The key men in your organization will appreciate looking over the pages of this magazine. Perhaps one of them will be able to put some particular technical idea to good use.

Place a check mark in each square for attention of the department head or assistant whom you wish to look over special articles in this issue.

☐ *Production Manager*

☐ *Foreman Lithographing Department*

☐ *Mechanical Superintendent*

☐ *Superintendent Stereotype Foundry*

☐ *Composing Room Superintendent*

☐ *Superintendent Electrotype Department*

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☐ *Chief Composing Room Machinist*

☐ *Bindery Foreman*

☐ *Monotype Department*

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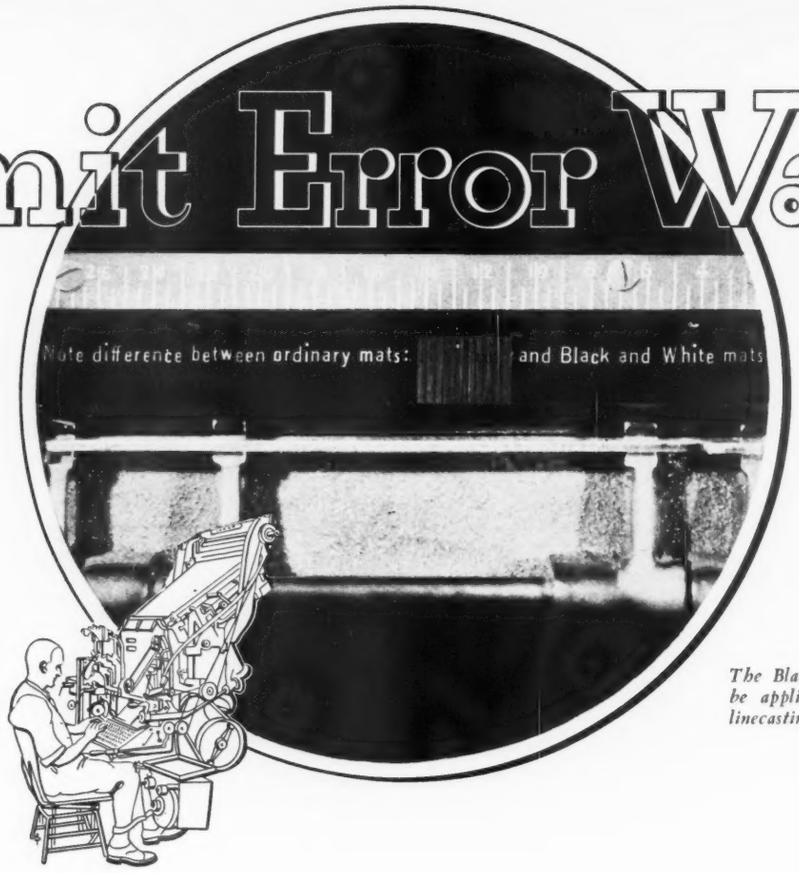
☐ *Purchasing Agent*

Limit Error Waste



The Black and White process may be applied to either new or used linecasting machine matrices.

MILLIONS of dollars have been invested by newspapers in modern stereotyping equipment and high-speed presses in order to get the latest news to readers at the earliest possible moment. But these facilities are useless until the type has been set and corrected.

No matter how much time and money are expended in the assembly and preparation of copy nor how many thousands are invested in first-rate equipment, precious minutes are lost. They are lost because *manually operated linecasting machines fail to produce every line of composition correctly.*

But it is no longer necessary to tolerate high error wastes in linecasting machine composition. By having present matrices treated with the Black and White process—*which makes reference characters plainly visible in the assembler*—a large proportion of error expense can be eliminated. With Black and White processed matrices the operator is able to *detect and correct errors before lines are cast.*

There is no guess work about this. We *guarantee* a 25% reduction in all errors in original machine composition and *prove this saving* before you pay us a penny.

MATRIX CONTRAST CORPORATION

Empire State Building, New York—Sole licensees of the Percy L. Hill Black and White Process.

Economical Cut Making

By FRANK O. SULLIVAN

IF YOU, Mr. Printer, were handed a wooden block on which was mounted a film, which had been reproduced from a half-tone negative, and told you could lock it up in your press form and print from it, you would be rather skeptical, wouldn't you? Well, it is being done.

From the laboratory of the writer's friend, A. C. Austin, in Glendale, Calif., comes a print of a halftone illustration that is more than interesting, especially in view of the fact that the reproduction and print were made from a gelatin-coated celluloid film, mounted type high on a wooden block, placed in the press and run, apparently, without any makeready.

As Mr. Austin explains it, this method enables the photographer to make printing plates without the use of etching machines or any other photo-engraving machinery. However, it is not his claim that this new development will replace photo-engraving, but will be limited to a distinct field in printing where more economical methods are required.

Up to the present time his celluloid reproductions have attained a depth of from three to four one thousandths, and a run of fifty thousand impressions has shown no appreciable wear on the dots on the celluloid film. A new film is being made for him, however, on which he hopes to attain sufficient depth to enable him to make cuts suitable for use in the smaller newspapers of the country.

A print is made from a halftone negative on the sensitized gelatin-coated film. The exposure, by contact, takes but a couple of seconds. The film is then developed in a special developer, fixed in a strong hypo bath, washed a moment or two and then immersed in another bath for a minute and a half; after which it is put in hot water, just below the boiling point, which washes out all the unexposed parts of the gelatin not affected by the action of light. It is then ready for drying and mounting.

Lead moulds, which require heavy pressure, as well as wax moulds have been made from these gelatin film reproductions, and the result has been very satisfactory because the dots are smooth and clean. Of course, in all this work, a suitable negative is very necessary as there can be no re-etching. Of a necessity a poor piece of copy must be retouched before making the negative.

From good copy it is possible to make good printing plates at about half the cost of the regulation cuts now in general use. That should mean much to the average printer in these times. From what the writer has seen of Mr. Austin's methods, it does seem that the process should be of considerable value to the printing industry and later to the smaller newspaper publishers throughout the country.

Specimen printed direct from gelatin-coated celluloid film mounted type high on a wooden block. In the original cut from which this picture was printed, the printing surface is approximately 0.003 in. higher than the depressions. A new film is being made for Mr. Austin, by means of which he hopes to secure greater depth in the gelatin coating.

Previous to mounting, the film is developed in a special developer, fixed in a strong hypo bath, washed a moment or two and is then immersed in another bath, after which it is put in hot water of a temperature which is just below the boiling point. This latter bath washes out all unexposed parts of the gelatin not affected by the action of light.

This cut was printed with practically no makeready. The film coating is moisture-proof after the several baths incidental to development and fixation.

For Good of the Industry

[An Editorial]

From time to time competent authorities within the printing industry have called attention to the menace of surplus used machinery which has been glutting the market. It is also freely admitted that there is an over-equipment. It is not an over-equipment of modern machines but of obsolete or depreciated equipment. The causes for this condition have been enumerated on various occasions in *Printing* Equipment *Engineer.*

We urge all of our mechanical and production executive readers to study carefully the plan for handling the surplus used machinery problem, as an attempt by its sponsors will be made to stabilize conditions in the industry by removing from the market and completely demolishing outmoded, worn-out, as well as inefficient (costly-to-operate) machinery.

Lending support to the plan for obliterating obsolete or inefficient machines which might clutter up the production (as well as the economic) scheme of things is a moral obligation of the owner. If a machine is of no further use to its owner, certainly it should not be passed on knowingly so that its next owner will be enabled to set ruinously low levels of return on its product. Obtaining a temporary advantage in the disposal of an old machine can be foregone very well under the new order of things rather than to have the same machine bob up at a later date under new ownership to take away the profits which rightly belong to your plant.

Its sponsors state that the success of the Plan depends upon the voluntary cooperation of the entire Industry which means the consumer, producer and dealer. The sponsors also state that if the Plan does not receive support from the Graphic Arts Industry, some other workable plan must be evolved since it is common knowledge that both allied industries (producers and consumers alike) are today facing a crisis.

If no attempt were made to clear the market of machinery which by all rights has fully served the purpose for which it was originally created, it is not the most pleasant thing to think what might happen. Retrogression is one thing and progress is an entirely different matter. The Industry owes it to the manufacturer to provide means which will enable him to perpetuate improvement in the machinery which you must use eventually (if not now) to counteract the constant nibbling of competitive processes at the foundations of your industry.

In a voluntary functioning of the new Certificate of Value Plan lies the possibility of its increasing the manufacturer's volume of business. The Graphic Arts Industry will benefit since the Plan provides a ready means for disposing of surplus used machinery which in turn will release valuable floor space, save rental, insurance and other expenses incidental to a machine whether it is productive or not.

Surplus Used Machinery Problem

Printing Industry Now Ready to Be Approached with Plan Using Certificates of Value As Medium

By Staff Writer

Printing's mechanical and production executives will be interested to know that the method for handling the surplus machinery problem in the printing industry has now been refined into a very workable plan, since publication of the details in previous issues of *Printing* Equipment *Engineer.* Secretary James E. Bennet, secretary for the Code Authority of the National Printing Equipment Association, Inc., 38 Park Row, New York, N. Y., recently announced that a 16-page booklet entitled: "The Problem of Surplus Used Machinery," is being mailed to 30,000 listed printers and publishers and some 12,000 banks throughout the United States. The latter do not include banks still operating under the United States Conservator nor the savings banks. Each banker will be greeted by a slip attached to the cover of the booklet on which is printed the following significant phrase: "Printing Machinery Is Now a Liquid Asset."

Part of the booklet is explanatory of the plan which will be administered by a corporation to be known as the National Printing Equipment Clearing Association, Inc. In addition, Secretary Bennet has announced

DISPOSITION OF UNFIT MACHINERY

Under the plan for control of surplus used printing machinery, any machine which is incapable of satisfactory economical production should be destroyed so as to remove it completely from the market. The time for deliberate destruction of printing equipment arrives when a machine ceases to be an economical factor in production because of excessive use, improper care or handling, or because of obsolescence.

It is not intended to recommend or suggest that a machine on which satisfactory economical production can be executed should be disposed of or traded in merely because of age or because its normal or fixed depreciated life is exhausted, but rather to state broadly a fair basis of valuation in the common interest.

This picture was taken June 6, 1934, at the Wednesday morning session of the eighth annual meeting of the A. N. P. A. Mechanical Department, held in the Hotel Statler, St. Louis, Mo. This session, which was devoted to color printing in newspapers, developed a great deal of interest. H. D. Rindsberg, mechanical superintendent, The Enquirer, *Cincinnati, chairman; Harry Gamson, production manager, Erwin Wasey & Co., Chicago; L. C. Michaels, advertising department of the Cleveland* Plain Dealer; *George Speyer, production manager, J. Walter Thompson, Chicago; S. H. Weber, production manager, J. Walter Thompson, New York; Bruce Berckmans, manager ink division, J. M. Huber, Inc., and others who participated in the discussion, may be identified in the picture.*

that papers providing for the incorporation of the clearing association are being prepared and stock subscription blanks have been mailed to members of the National Printing Equipment Association.

CAUSES FOR CREATION OF PLAN

Those mechanical executives who may not be familiar with the causes behind the creation of the plan for handling surplus used machinery may read in the booklet that

Apart from general business conditions, prices established on the basis of low investment in printing and publishing plants have set ruinously competitive low levels of return. Owners have watched their capital shrink and almost disappear. Employees have suffered reduced hours and wages or even the entire loss employment.

BENEFITS OF PARTICIPATION

In reading about the Plan for handling the Surplus Used Machinery Problem, the mechanical executive well may ask: "How will the Plan benefit me?"

The answer is succinctly expressed in the following parenthetically numbered sentences. Of special importance are Nos. 3 and 5. After all, your employer's welfare is your welfare and anything you can do to raise the standard of your profession will be reflected in better conditions for him and all of his employees as well as the equipment maker who must be encouraged to improve the machinery he makes.

The benefits of participation are as follows:

(1) Greater protection to owners of used machinery through experienced administration and organized channels for disposition.

(2) More equitable valuations of used machinery.

(3) Establishment with credit agencies, including banks, of a more favorable view of the liquid value of printing machinery and equipment as a basis for extending credit.

(4) Greater forbearance on the part of creditors in times of stress or otherwise, because of knowledge of the existence of such a channel for disposing of used machinery under conditions of greatest advantage.

(5) Possible freedom of the industry from the hazard of competition from unduly low-priced product resulting from the operation of used machinery bought at sacrifice prices.

With respect to any alleged "over-equipment" in the printing industry, it is stated in the booklet that over-equipment is now generally recognized as a surplus—not of modern machines, but of obsolete or depreciated equipment—which, for one reason or another, has not only come upon the market in large quantity, but in even larger quantities is retained for use in plants of all sizes and standards.

VOLUNTARY COOPERATION

Its sponsors state that the success of the Plan depends upon the voluntary cooperation of the entire Industry—consumer, producer and dealer—and great good to all will result in its furtherance.

THIS OR SOME OTHER PLAN

A warning note is inserted at the end of the statement explaining the Plan, as follows:

This used machinery plan will be effective only to the extent that it receives support from the Graphic Arts Industry. Otherwise some other workable plan must be evolved for it is common knowledge that both allied industries—producers and consumers alike—are today facing a crisis due to the number of used machines overhanging the market at prices so low as to be a menace to both.

RATE OF DEPRECIATION

It is customary in the industry to depreciate the value of machinery used in the mechanical process of printing, on a flat basis at the annual rate of 10 per cent of its installed cost and to treat such depreciation taken, as part of the costs of the product of such machinery.

The likelihood of replacement of such machinery by new machines of modern design within a ten-year period is remote. Thus it is often the case that such machinery remains capable of productivity because of its excellence of design and manufacture. Consequently, by trade custom, it is held to have some value even after its normal depreciated period of life.

It is sound business practice to allocate to costs, and to reserve against capital asset valuation, a yearly depreciation on a flat basis of 10 per cent of the installed cost of printing machinery. But experience teaches that such a rate is high in determining a fair and reasonable value of such machinery for marketability or trading purposes after years of use.

Practically all printing machinery is equipped with certain perishable equipment which, with its first use, becomes immediately second-hand and of practically no value.

DETERMINATION OF VALUATIONS

To meet this condition the Board of Directors of the National Printing Equipment Association, Inc., shall endeavor to determine fair and justifiable valuations.

The intent is not to recommend or suggest that a machine capable of satisfactory economical production should be disposed of or traded in merely because of age or because its normal or fixed depreciated life has ended, but rather to state broadly a fair basis of valuation in the common interest.

DESTROY UNFIT MACHINERY

Conversely it is submitted that a machine incapable of satisfactory economical production should be completely destroyed on the ground and thus prevent its re-entry into use in commercial or other business and undertakings. And the time for this action arrives when, through excessive use or improper care of handling or obsolescence, a machine has ceased to be an economical factor in production.

The observance of these conditions would prove a potent factor in protecting, promoting, fostering and advancing the interests of the printers and publishers, manufacturers and producers of printing equipment of all kinds used in any phase of the Graphic Arts Industry; and also in improving the conditions under which the Industry is carried on, developing fair and just competitive methods and insuring the industry against unfair and unjust burdens and exactions and result in the stabilization of employment.

Satisfactory used machinery, will, of course, come upon the market for other reasons and it is proposed that there be created a corporate organization to deal with the problem.

Continued on page 28

. . . so he saved 30c

and then signalled S.O.S. to

Trouble-Shooter Johnson!

TRADE **LINOTYPE** MARK

HAROLD H. JOHNSON

● Here's the cost record of a cut-price part. It's hot off the griddle from Mr. Harold H. Johnson . . . who, for 10 years, has been operating the Tuscola County Advertiser's battery of Linotypes and answering trouble calls throughout the "Thumb" district and Eastern Michigan:

"I was called to a town 70 miles away. The proprietor and his operator had worked on it all day Thursday, and called me Friday morning (with the weekly paper still to be gotten out).

"The source of the trouble was a part bought from a cut-rate house at a saving of 30 cents. His saving of 30 cents was rather costly by the time he had missed his publication date, paid my expenses, and his own worry and trouble. My experience in repairing in this district has been that a good share of the troubles were caused by bootleg parts wearing out; and the part being practically new, the operator would not look at it, thereby overlooking the source of the trouble. When you buy parts for a Linotype, it is always cheaper in the long run to get the quality goods with the Linotype stamp," says Mr. Johnson. ● Sounds reasonable, doesn't it, that the manufacturer of the Linotype also makes the best parts for it? To avoid such troubles as that reported by Mr. Johnson, order genuine Linotype parts. You're sure of getting the *correct* parts . . . and you get them out of stock . . . when you need them!

MERGENTHALER LINOTYPE COMPANY

29 RYERSON STREET, BROOKLYN, NEW YORK

Linotype Caslon Family

IT CAN BE DONE

Hand it to George W. Speyer, Production Manager of the J. Walter Thompson Advertising Agency, Chicago, for his consistently constructive suggestions at more than one A. N. P. A. Mechanical Conference.

Hand it also to George Fuller and Walter Ogden of the Cleveland Press, *and O. M. Harper, mechanical superintendent of the Tulsa (Okla.) Daily* World, *for reacting so quickly to Mr. Speyer's suggestion about printing "bled-edge" advertisements in newspapers. Other mechanical executives also may have devised systems for printing "bled edges." If this is the case, let the editor of* Printing Equipment Engineer *know about it.*

At Tuesday morning's session of the St. Louis conference the irrepressible Mr. Speyer asked mechanical executives to investigate during the course of the next few months, the possibility of printing advertisements in newspaper pages with "bled edges." If it can be done, he stated, advertisers are willing to pay a premium for the additional effective appearance. Mr. Speyer also said that at the time the question of "bled edges" for magazine advertisements was first brought up, the answer was that it couldn't be done. Witness the amount of "bled-edge" printing in our magazines today. The premium on this kind of advertising space, by the way, has been reduced since the first "bled edges" appeared.

Since returning to Cleveland from the mechanical conference, the editor has been privileged to see a copy of the Cleveland Press *containing a full-page Frigidaire specimen advertisement with four "bled edges," all on the same page. George Fuller, stereotype superintendent, and Walter Ogden, superintendent of the pressroom, worked out the plan for printing the advertisement. The appearance of the page was fine and the printing was excellent. A halftone screen was used to run off all four edges of the page.*

Mr. Speyer reports that in addition to the Cleveland Press *specimens, he has also been favored by O. M. Harper with samples of a pictorial "bled-edge" page and a four-color page.*

There may be certain limitations and as soon as the method is ready for announcement, Printing Equipment Engineer *will carry the particulars for the benefit of our mechanical executive readers. It will be interesting to note how this problem has been overcome by mechanical executives.*—Editor.

Standardization Of Color Inks

For Printing Newspaper Advertising the Teletypesetter and Press Drives Discussed at Mechanical Conference

By Staff Writer

Color printing in newspapers, the Teletypesetter and newspaper press drives were important subjects for discussion at the A. N. P. A. mechanical conference held in St. Louis, June 4, 5 and 6. It is evident that considerable progress has been made in the technique of newspaper color printing since last year's conference in Pittsburgh. In the discussion more time was given to the subject of cooperation between the advertising agency and the newspaper, the human element in color printing and standardization of color inks for the purpose.

The Teletypsetter provoked much discussion among those delegates who have not had practical experience with automatic composition. Two mechanical executives having charge of plants where installations are in operation, gave daily production figures and answered many questions eagerly asked from the floor.

The idea of inviting manufacturer and supply representatives to sit in at the conference sessions worked out to good advantage, since these men were present to discuss technical questions pertaining to their particular activities. In addition, several representatives of manufacturers were given prominent places on the program. It may be said that these men who have specialized in research and development work would be in a position to give something of value that the mechanical executive could obtain in no other way.

SHIFTING OF ATTENDANCE

In looking at the list of delegates, it is noted that there is a considerable shifting of attendance over previous conferences. Probably this is due to the selection of St. Louis as the meeting place, since most of the conferences have been held in the Eastern part of the country. Another factor which encouraged attendance of the smaller newspaper plant executive, no doubt, was the setting aside of the first day's sessions to his problems.

Whether or not the suggestion was made facetiously that the next conference held in Toronto, *Printing* Equipment *Engineer* believes the St. Louis meeting was worthwhile, especially with respect to color printing technique, the report on Teletypsetter operation, progress in line-composing machine and composing room operation, some phases of stereotyping and presswork as well as the highly technical discussions on newspaper printing press drives prepared by E. H. Laabs of Cutler-Hammer, W. L. Wright of General Electric and A. J. Cline of Cline Electric & Mfg. Co.

WEDNESDAY'S COLOR SESSION

H. D. Rindsberg, mechanical superintendent of the Cincinnati *Enquirer*, was chairman at the Wednesday morning meeting. The discussion, both by the speakers and those talking from the audience, showed that it would be desirable for the agency men and newspaper forces to work more closely on technical details. The newspapers can furnish valuable data to the agency men by checking plates when received as well as by furnishing agency men with mechanical requirements complete in every way. The standardization of color inks is also an important matter.

RESEARCH WORK MUST BE CONTINUED

The first speaker was Harry Gamson, production manager of Erwin Wasey & Co., Chicago. Mr. Gamson stated that it was a responsibility of the agency to furnish proper originals and electrotypes and mats. In order to make progress in color reproduction continued cooperation and research of agency production men is necessary. This would take the form of research work looking to furnishing newspapers with original, electros and mats to serve best the mechanical requirements. He said:

Experience has proved that the original should be etched on copper or some metal other than zinc, for the reason that copper will insure closer and better register as it is not as susceptible to atmospheric conditions as zinc.

If a halftone key plate is used, the screen should be of sufficient coarseness—usually from 65 to 85 lines. Although most newspapers prefer a 65-line screen, they should cooperate with agencies by giving them what they want.

EXECUTIVES PREFER 65 SCREEN OR LESS

During the session a raising of hands was called for by Chairman Rindsberg to determine what screen is preferred by the mechanical executives present. Without exception the vote showed a preference for 65-line screen or less for color work.

To the newspapers should be left the choice as to whether electrotypes or mats should be furnished. He said that it had been an experience of the agency that unless a full page is used it is not advisable to furnish a mat for color work.

RESULTS OF QUESTIONNAIRE

Mr. Gamson quoted figures compiled from an electrotype maker's questionnaire which had been sent to leading newspapers running color in various parts of the country. Those preferring electrotypes are listed in the first coloumn and those preferring stereotypes are indicated in the second column, as follows:

	Electrotypes	*Mats*
One color	29	6
Two colors	45	9
Three colors	10	9
Four colors	14	11

Mr. Gamson said:

The increase in the percentage of newspaper preferring mats, according to the increase in the number of colors demonstrated clearly that the use of a quality mat for color reproduction is rapidly increasing in favor. . . . It has been my experience that on four-color work where full pages are used, a quality mat properly handled by the newspaper will reproduce quite satisfactorily . . . . A mat molded under direct pressure is preferable as it is practically void of shrinkage and register is assured.

MICHAELS EXPLAINS PROBLEMS

Leonard C. Michaels, advertising department, Cleveland *Plain Dealer*, in his address made a distinct and favorable impression upon the mechanical executives present because of his recognition of some of the problems arising in the newspaper plant incidental to materials received for the reproduction of color advertising.

Mr. Michaels stressed the importance of the human element in handling advertising from a production standpoint and stated that it was as much in evidence in agency as in newspaper production.

Some of the high points of Mr. Michaels' address are as follows:

Advertisers and advertising agencies have been stressing the importance of good newspaper printing more than ever during the past few years. Advertising agencies are constantly creating new ideas, making surveys of the markets, contacting jobbers and dealers and doing everything possible to assure the success of the campaign. During this time prior to the actual starting of the campaign great sums of money are spent for art work, typography, printing materials and survey work. These are all essential parts of the successful advertising campaign. Therefore, every precaution possible should be taken by the publication scheduled in the handling of material and the final

CLINE HIGH SPEED PASTER

(WITH SLUR ELIMINATOR AND MULTIPLE PASTER FEATURE)

$1,600.00

Correlated Equipment Important

Publishers now appreciate that the electric drive, reel, tension and these paster devices are so necessary to press operation and economy that they must be given more consideration than heretofore. The tensions have grown up with the press, and like the press drives, have been considered by many a necessary evil, but both the drive and the tension are more important as the press speed increases, and the tension must be correlated with the press control. Now that pasters are getting more consideration and are being operated in conjunction with the tension, the problem must necessarily involve the coordination of all three, without complication.

Increases Production

Saves Printed Waste

Saves White Waste

No Change in Color or Fold When Paster is Made.

Improves First Impression Printing

Controlled Tension

No Complicated Machinery

Nothing in Reel Operator's Way

FOR 15 YEARS

● The Cline Electric Mfg. Co., has been furnishing to the most successful newspapers—Reels, Tensions and Flying Pasters

CLINE ELECTRIC MFG. COMPANY

211 West Wacker Drive, Chicago, Illinois

WESTERN OFFICE
Crocker 1st National Bank Bldg.
San Francisco,
California

CLINE SYSTEM

EASTERN OFFICE
Daily News Building,
220 East 42nd Street,
New York City, N. Y.

printed results if the advertiser is to be assured the reader attention, which is vitally essential to the campaign.

As the majority of national campaigns are sent to publications through the mail, it is essential that all advertising orders be acknowledged by the business office or copy department of the newspaper. This procedure assures the advertiser or agency that the order has been received and is thoroughly understood, and that the campaign will start on the date scheduled. The starting date of a campaign oftentimes means the success or failure of the entire program.

A record of all advertising plates and mats should be kept in the business office, copy department or composing room of every newspaper in order that the advertisement will appear on the date scheduled. This material should be examined for defects immediately upon its receipt.

The agency's responsibility in connection with the preparation of advertising copy for newspapers is that photographs, art work, pattern plates, electrotypes and mats must be made to conform to the requirements necessary in the printing of newspaper advertising. In many instances electrotypes or mats are supposed to be the real cause of poor printing, whereas the actual facts are that the pattern plates have not been checked by the agency after they are received from the engraver. Oftentimes pattern plates which are supposed to carry sufficient depth for the remolding of electrotypes or mats do not have this depth. Therefore, it is essential that agencies check the depth in the pattern plate before having the electrotypes or mats made. The pattern plate is the foundation of the structure and should be considered as such.

Agencies do not have the opportunity of checking electrotypes or matrices going out to publications. The publications can and should check this material. They cannot, however, in every case determine defective advertising material. Oftentimes matrices from all outward appearances look exceptionally deep and good but during the molding or casting operations defects will appear that are not discernable when the mats are received. Electrotypes will oftentimes appear good from all outward appearance but due to air pockets in the backing metal of the plate they will break down under the pressure necessary in the molding of mats.

It is therefore essential as a part of successful publishing that all advertisers or agencies be notified when material is defective prior to the starting of the campaign or during the life of the campaign.

A criticism of agency practice was also expressed by Mr. Michaels when he said that in some instances agencies send out proofs which do not correspond with the accompanying plates.

MORE TIME NEEDED FOR COLOR WORK

Russell B. Miller, assistant mechanical superintendent of the Bloomington (Ill.) *Pantagraph*, mentioned a case where agency instructions had been received through the mail, but upon opening the box containing the plates received from the electrotypers a notice was enclosed which contained the sentence "Disregard agency instructions."

John Park, production manager of the Chicago *Tribune*, said that agencies were inclined to ask for too much speed in the reproduction of color advertising. Since every phase of the process must be under control, enough time should be permitted for its proper execution.

A. H. Burns, mechanical superintendent of the New York *Herald-Tribune*, said that the need for color standardization is acute now that color is being used so extensively by advertisers.

STANDARDIZATION OF COLOR INKS

S. H. Weber of the J. Walter Thompson Company, said:

We are definitely in favor of color standardization, provided the range of color and the number of colors possess enough scope and adaptability to make it possible to modify plate-making to compensate for a reduction or increase of color value because of the ink used.

It is our opinion that if plates could be put on a press which would generally include all the color advertisers in newspapers, two or three standard tones of any single color would be sufficient to approximate the color values obtained in the progressive proof, making due allowances for plate modification.

At present practically all advertisers use their own special shade of any particular color, though any color of ink may be very close to that used by another advertiser. This necessitates the buying, using and storing of a great number of inks of the same color family and therefore makes it almost essential that the newspaper label inks by advertiser rather than any other way.

If ink makers, agency and newspaper men and engravers could be gotten together on this problem, it could easily be settled, with some experimentation, to the satisfaction of all concerned."

In addition to the J. Walter Thompson Company, the following agencies are in favor of newspaper ink color standardization: McCann-Erickson, Inc., Fletcher & Ellis, Ruthrauff & Ryan, Inc., William Esty & Co., Inc., and Young & Rubicam.

Bruce Berckmans, manager of the ink division of J. M. Huber, Inc.; L. S. Pinover, Metropolitan Sunday Newspapers, and Carl E. Foss, International Printing Ink Corporation, also spoke on color printing.

OPENING SESSION

S. H. Kauffmann, assistant business manager of the Washington (D. C.) *Star* and W. L. Fanning of the Westchester County (N. Y.) Newspapers, two members of the A. N. P. A. mechanical committee, occupied the speakers' platform at the opening session Monday morning, June 4. Elzey Roberts, publisher of the St. Louis *Star-Times*, welcomed the mechanical executive delegates in the name of the St. Louis publishers.

Russell B. Miller, assistant mechanical superintendent of the Bloomington (Ill.) *Pantagraph*, presided as chairman at the opening session, at which Louis G. Buisch, production manager of the Hornell (N. Y.) *Tribune-Times*, was the principal speaker.

Mr. Buisch said that the mechanical departments function at highest efficiency if proper cooperation is given by the other departments. This is another way of saying, too, that all departments in the daily newspaper have certain limitations which should be recognized. It is a pleasure to note that Mr. Buisch spoke strongly for keeping machinery in proper order through controlled methods rather than to wait until a breakdown occurs or a machine may cause a stoppage in production during the time when the output of the machine is needed quickly. This is real economy and is a vital factor in maintaining production.

TELETYPESETTER IN HORNELL

In his address Mr. Buisch made a short statement about the Teletypesetter installation in his plant. It was subsequently brought out that the equipment consisted of two perforators and one operating unit which cost $4100. He said:

We made our first installation during April of this year and our results have surpassed even our wildest optimistic hopes for increased production. We picked two typists who had absolutely no knowledge of either the machine or newspaper composing room routine before starting work in our plant.

Here is the production record for one operating unit supplied by two perforating units casting 7-pt. Ionic type face on slugs 13 picas wide:

Week ending April 28	11,290 lines
Week ending May 5	12,525 lines
Week ending May 12	12,990 lines
Week ending May 19	11,495 lines
Week ending May 26	12,175 lines

The average production on manually operated machines in our plant for the week ending May 26 was 9,625 lines.

It will take several months for our present operators to become familiar with their machines and several more months for them to attain the speed necessary for maximum efficiency and production by the operating unit. We are planning to begin training additional operators for future installation and increased production some time this month, and it will undoubtedly require the remainder of the year to develop an efficient staff for these machines.

Under the present method the operating unit is idle a great deal of the time waiting for copy from the perforators. We find that this wasted time is being reduced gradually and are confident that this progress will continue until we attain what we believe to be a conservative estimate of 23,000 lines a week without the use of an overtime shift.

KEEFE'S TELETYPESETTER REPORT

Frederick A. Keefe, publisher of the Newburgh-Beacon (N. Y.) *News*, explained last year at the Pittsburgh conference by means of lantern slides the operation of the Teletypesetter equipment which had been installed in the Newburgh plant. As a matter of interest, Mr. Keefe made a report to the St. Louis conference which was given by John D. MacIntosh, mechanical superintendent of the two papers, as follows:

After more than a year's operation of all four setter units and a year and half's operation of the first one installed, our experience more than proves the accuracy of my statements at the 1933 mechanical conference. We now have the composing machines speeded to 8½ lines per minute and they are delivering day in and day out an average of almost 6 lines per minute, an average production of 250,000 ems per day of 8½ hours' operation.

Production figures quoted in the original text were based on an average of about 300 lines per hour per machine. Since then the hourly average has been gradually increased until we now produce an average of 335 lines per hour per machine, the equivalent of 7 1/3 columns per hour for the four units.

Our production figures, prior to teletypesetter introduction, included news headings, but not some 5½, 6, 7 and 10-point straight matter which we now produce teletypesetter. Our entire classified advertising text and all 5½-point inserts, legal advertising, medical advertising copy, and 2-column 7-point and 10-point leads formerly set by operators not normally employed on news composition have been absorbed.

Perforator operators now produce 5,900 ems per hours corrected composition. This is their average for 40 hours' work.

With the increased experience some of our perforator operators' errors are as low as 2 per cent with the average for all operators less than 5 per cent.

We now operate our transmission line without a Monitor printer on the *Beacon* and have also done away with the transmitter distributor on the Newburgh end, as we find no need for proof of tape prior to setting of type.

The most striking feature is the ability of the teletypesetter to produce large quantities of type in a short period of time. Of course, increased production was expected, but you do not fully realize this until you see the actual type on the dump bank.

One year's experience has demonstrated very clearly that successful operation of teletypesetters depends largely on close coordination of the perforating and operating functions. Perforating of tape, feeding copy to the perforator operators, and its handling in the composing room must be well organized. Without systematic handling confusion results. Many difficulties are anticipated that never actually arise. Surprisingly little change is necessary in the composing room and none at all in the news room. The same routine that prevailed prior to the installation of teletypesetters should be followed. Changes are only necessary at the point of introduction of the perforators.

The teletypesetter has certainly revolutionized our production of straight matter composition and has been a great factor in increasing our daily set of "live news."

Mr. MacIntosh also stated that one machinist cared for four machines equipped with operating units in addition to three other manually operated units in the plant. It is Mr. MacIntosh's opinion that greater accuracy can be secured and that an appreciably increased production is obtained.

In this connection Jack Burke, Production Manager of the Gannett Newspapers, said that operation of a single-machine installation at the Ogdensburg (N. Y.) *Journal* had resulted in doubled production.

LUDLOW MANIPULATION

That operating conditions in different plants vary according to the personnel and practices in effect in the plant was shown when a question was discussed as to whether regular Ludlow operators trained for the purpose should be used in the smaller newspaper plant. Several opinions were expressed which showed that there is no set rule in the matter. D. P. Young, superintendent of the York (Pa.) *Dispatch*, said a special operator produced all Ludlow composition. Geo. N. Dieterich, assistant business manager of the Aurora (Ill.) *News*, stated that the regular operators set Ludlow composition.

COLUMN RULES 0.003 IN. LOW

The concensus of opinion seemed to be that column rules should be 0.003 in. lower than type high so as to avoid cutting and otherwise depreciating the good printing qualities of press blankets.

Leon A. Link, superintendent of the composing room, Des Moines *Register and Tribune*, stated that in order to improve the printing qualities of column rule adjacent to cut areas, it is customary to make all cuts used on his papers somewhat narrower in width in order to give column rule a chance to print. The narrowing of a single-column cut, for instance, is one em.

TUESDAY MORNING'S SESSION

At the Tuesday morning session, Leon A. Link presided. Edwin H. Evers, mechanical superintendent of the St. Louis *Globe-Democrat*, read

Continued on page 24

PRESS BLANKETS

NEW Coated Felt Press Blankets

Absolutely Guaranteed to be 100% Oil and Ink Proof

Rubber Press Blankets

Oil and Ink Resisting

Cork Press Blankets

Felt Press Blankets

"Cleerprint" Draw Sheets

Samples and Quotations on Application

FORM-O-SCORCH

Leader of Scorching Machines

Offers

Self-Conforming Adjustable Curtain Cover Adapted for Immediate Installation on Speed Scorchers

Details on Application

Stereotypers' Note: Those convenient narrow strips of Gummed Packing Felt, that take so much time to cut and cause so much waste, may be had at no extra charge on our Superior Felt. We cut your packing felt in any width strips desired FREE.

AMERICAN PUBLISHERS SUPPLY

P. O. BOX 131, WEST LYNN, MASS.

It is Banner Attendance Year for A.N.P.A. Mechanical Conferences

Here is a list of mechanical executives who attended the St. Louis A. N. P. A. Mechanical Conference, June 4, 5 and 6.

The official attendance figures as given out by Manager W. E. Wines is 313. This includes 245 bona fide newspaper men from A. N. P. A. offices and 68 outsiders. The total attendance is about 50% greater than the 1929 Buffalo conference which previously had been marked by the highest attendance.

ALABAMA
Birmingham *News*
W. A. Carns, Mech. Supt.

ARKANSAS
Ft. Smith *Times-Record*
Bert Conner, Press. Foreman
A. W. LaVasque, Comp. Room Supt.
Little Rock *Democrat*
G. A. Griffen, Press. Foreman
C. G. Nelson, Machinist
E. A. Turner, Stereo. Foreman

ARIZONA
Phoenix *Republic & Gazette*
Sidney Myers, Bus. Mgr.
Roy M. Rabbitt, Stereo. Supt.

CALIFORNIA
San Diego *Union-Tribune*
K. L. Gregg, Press. Supt.

CONNECTICUT
Hartford *Courant*
Fred Salzer, Mech. Supt.
Hartford *Times*
B. F. Garrity, Mech. Supt.
New London *Day*
George W. Kent, Foreman

DISTRICT OF COLUMBIA
Washington *Star*
S. H. Kauffmann, Asst. Bus. Mgr.
Chas. H. Ruth, Supt.

GEORGIA
Atlanta *Constitution*
Geo. M. Stone, Supt.
Savannah *News-Press*
Malcolm Bell, Mech. Supt.

ILLINOIS
Alton *Telegraph*
Glenn E. Averill, As. Foreman
Wm. Wilken, Operator
Aurora *Beacon-News*
Geo. N. Dieterich, Asst. Mgr.
Bloomington *Pantagraph*
Wm. R. Hoit, Mech. Supt.
Russell B. Miller, Asst. Mech. Supt.
Centralia *Sentinel*
O. B. Correll, Mech. Supt.
Verne Joy, Pub.
Chicago *American*
F. C. Hudson, Mech. Dept.
Chicago *Herald & Examiner*
H. S. Davis, Asst. to Bus. Mgr.
W. E. Gibbons, Mech. Dept.
Chicago *News*
J. W. Harm, Mech. Supt.
D. J. O'Connell, Supt. Comp. Room
Chicago *Tribune*
John W. Park, Prod. Mgr.
Danville *Commercial-News*
John A. Cope, Supt. Comp. Room
Walter G. Leamon, Supt. Pressroom
Decatur *Herald & Review*
E. J. Andrews, Engrav. Supt.
Carle M. Hale, Foreman Pressroom
H. L. Kirkwood, Bldg. Supt.
F. W. Schaub, Bus. Mgr.
H. M. Scott, Comp. Room. Supt.
Roy A. Stewart, Mech. Supt.
H. C. Whitaker, Comp. Room Foreman
East St. Louis *Journal*
J. Harold Mintun, Prod. Mgr.
P. H. Wire, Gen. Mgr.
Jacksonville *Journal & Courier*
W. A. Fay, Publisher
L. F. Leurig, Bus. Mgr.
Joliet *Herald-News*
G. R. Bolton, Supt.
Moline *Dispatch*
N. O. W. Johnson, Supt. Comp. Room
Otto Kurrle, Foreman Press. and Stereo.
Peoria *Journal-Transcript*
Chas. Mallm, Supt. Pressroom
Rockford Consolidated Newspapers
Earl E. Anderson, Supt. Comp. Room
Springfield *State Journal*
Robt. S. Curry, Supt. Pressroom
Thos. F. Grady, Comp. Room Supt.
Springfield *State Register*
A. R. Wilcox, Mech. Supt.
V. O. Williams, Machinist

INDIANA
Evansville *Courier & Journal*
John Peters, Stereo. Dept.
Indianapolis *News*
J. F. Agee, Foreman Comp. Room
Indianapolis *Star*
Chas. Heckman, Foreman
Robt. H. Thompson, Foreman Stereo. Dept.
E. C. Woempner, Bus. Mgr.
Kokomo *Tribune*
H. Alva Edwards, Press. Fore.
Richmond *Palladium Item*
Horace H. Parker, Gen. Press Foreman
G. A. Righter, Mech. Supt.
Matt F. Smith, Press Foreman
South Bend *Tribune*
J. W. Harding, Mech. Supt.
R. S. Pridmore, Supt. Comp. Room
Franklin D. Schurz, Vice Pres.

IOWA
Clinton *Herald*
Paul F. Kamler, Fore. Comp. Room
Leo N. Rosenberger, Machinist
Oscar E. Runquist, Pressman
Davenport *Democrat*
Jos. S. Tyler, Fore. Stereo. Dept.
Des Moines *Register & Tribune*
Andy Jose, Supt. Stereo. Dept.
Leon A. Link, Supt. Comp. Room
Val. L. Wells, Supt. Pressroom
Waterloo *Courier*
R. E. Boller, Supt. Press

KANSAS
Kansas City *Kansan*
Carl Chandler, Supt.
Topeka *Capital*
Al. R. Ashton, Supt. Comp. Room
Ralph J. Ratcliff, Press Fore.
L. H. Schenck, Prod. Mgr.
H. E. Tischer, Press. Fore.
Topeka *State Journal*
Otto L. Rahn, Fore. Comp. Room
James E. Thomas, Head Machinist

KENTUCKY
Louisville *Courier-Journal & Times*
T. A. Corcoran, Pur. Agent

LOUISIANA
New Orleans *Times-Picayune*
Frederick K. Forstall, Mech. Supt.
J. H. King, Secy. to Pres.

MAINE
Portland *Express*
Orlando Kimball, Mech. Supt.

MARYLAND
Baltimore *Sun*
Louis F. Fries, Mech. Supt.

MASSACHUSETTS
Worcester *Telegram-Gazette*
John J. Shea, Mech. Supt.

MICHIGAN
Detroit *News*
S. Johansen, Mech. Supt.
Flint *Journal*
George Crammond, Mech. Supt.
W. S. Hancock, Supt. Comp. Room
Grand Rapids *Herald*
Frank J. Salmon, Supt.

MINNESOTA
Minneapolis *Journal*
H. L. Foster, Mech. Supt.
Minneapolis *Star*
C. H. Jorgensen, Supt. Mech. Depts.
Minneapolis *Tribune*
J. E. Murphy, Prod. Mgr.
J. J. Toomey

MISSOURI
Kansas City *Journal-Post*
W. H. Dammann, Fore. Comp. Room
C. S. Kelley, Lino. Machinist
Luther McAnally, Foreman
Harry Morrison, Pressman
W. G. Reno, Prod. Mgr.
Robert C. Seymour, Stereo. Foreman
Wm. H. Taylor, Engraving Dept. Supt.
Kansas City *Star*
George Beatz, Supt. Pressroom
St. Joseph *News-Press & Gazette*
G. G. Griswold, Nat. Ad. Mgr.
R. K. Matheney, Foreman
B. Pitts, Bus. Mgr.
St. Louis *Globe-Democrat*
H. M. Dollus, Comp. Room Foreman
Edwin H. Evers, Mech. Supt.
Otto E. Greilich, Foreman Engraving Dept.
W. C. Houser, Secy.Treas.
William H. Jack, Reporter
W. P. Jackson, Reporter
Tom O. Maloney, Jr., Asst. to Secy.
L. Powell, Stereotyper
E. Lansing Ray, President
John Raymond, Mgr. Paper Storage
H. Clay Schmidt, Foreman Pressroom
Peter E. Silver, Stereo. Fore.
Henry Wunderlich, Mailroom Foreman
St. Louis Newspaper Publishers' Assn.
F. D. McDonald, Secretary
St. Louis *Post-Dispatch*
Alfred F. Elmhardt, Asst. Foreman
Walter H. Haarhaus, Linotype Machinist
A. Habighorst, Stereotyper
Geo. Kroner, Stereo. Foreman
Henry A. Kirchmer, Supt. Engraving Dept.
Hugh I. McSkimming, Fore. Comp. Dept.
W. F. Marose, Supt. Stereo. Dept.
L. Neiling, Engraving Dept.
Clarence H. Ryan, Pressman
William Schalk, Pressman
Harry C. Stiles, Stereotyper
John P. Vail, Supt. of Machinery
St. Louis *StarTimes*
L. J. Chasem, Prod. Mgr.
Reed Hynds, Reporter
Elzey Roberts, Publisher
Springfield *News & Leader-Press*
D. M. Orr, Mech. Supt.

NEBRASKA
Omaha *Bee-News*
Deo A. Padgett, Foreman Comp. Room
F. J. Williamson, Fore. Stereo. Room
Omaha *World-Herald*
Ray G. Leach, Supt. Comp. Dept.
H. G. Schlecht, Supt. Press Room

NEW JERSEY
Jersey City *Jersey Journal*
John I. Horton, Plant Supt.
F. C. Palmer, Stereotyper
Trenton *Times*
Frank Brades, Stereo. Foreman
Seth V. Gillmer, Press Foreman
Wm. J. N. Rogers, Comp. Room Supt.

NEW YORK
Albany *News*
Eugene D. Jagereski, Mech. Supt.
Brooklyn *Eagle*
James D. Garvey, Prod. Mgr.
Hornell *Tribune-Times*
Louis G. Buisch, Prod. Mgr.
Harry W. Sims, Comp. Room Foreman
Ithaca *Journal*
M. J. Watkins, Mech. Supt.
Newburgh *News*
John D. MacIntosh, Mech. Supt.
New York A. N. P. A.
Donald Boyce, Mech. Dept.
W. E. Wines, Mech. Dept. Mgr.
New York Hearst Newspapers
Timothy P. Beacom, Gen. Mech. Councilor
New York *Herald-Tribune*
A. H. Burns, Mech. Supt.
New York *Daily News*
Leonard Pinover, Prod. Mgr.
Rochester *Democrat & Chronicle*
Isadore Korniss, Stereo. Fore.

The WINNERS Use It!

INKS

NEW YORK
Herald Tribune
LATE CITY EDITION

Tariff Plans Of Roosevelt Win Foreign Policy Group

Canton Mission on 'Sea Flight Alone From Peru to Denmark

Man Hunters Of Four States Seek Dillinger

2 Ships Crash, 3d Grounded In Harbor Fog

N. R. A. Policy Assailed By Consumers' Board On Eve of Code Meeting

Retailers Say Price Increases And Sales Cuts to Other Codes

Roosevelt Address Today Is Awaited

Cabinet In Host Car Overturns, To Roosevelt, Kills 2 Walking

The New York Times.
LATE CITY EDITION

TWO-DAY HOLIDAY FOR BANKS HERE, LEHMAN'S ORDER

JAPANESE CAPTURE CAPITAL OF JEHOL, NORTH CHINA INLEAST

ROOSEVELT TAKES UP TASK AS PRESIDENT TODAY, GREAT CROWDS IN CAPITAL FOR INAUGURATION; EXTRA SESSION WILL ENACT A NEW BANK POLICY

BANKERS SUPPORT ROOSEVELT'S PLAN

The Hartford Courant

Quiet After Long Battle At Shanghai

Wets In City Lead 5 To 1 Poll Shows

New Lindbergh Kidnaping Clue in Third Ransom Note Contents Are Kept Secret

Ask Senate To Authorize Stock Probe

New Appeal Directed To Kidnapers

Seminary Engages Dr Bailey

Court Gets Bank Asset Lists Soon

NEW YORK
Herald Tribune
LATE CITY EDITION

Shoals Bill Vetoed, President Upheld By Senate, 34-49

Dry Law Study Censures N. Y. Enforcement

Daughter Kills Self for Shame In Gordon Case

Steuer Accuses Broderick Of Laxity in Bank Case; Official Defends His Acts

Calvin Coolidge Says

Roosevelt-Smith Clash on Rasbob Move Forecast

Peace for India, Accord on Salt, Won by Gandhi

Knabe Returns After 19 Years As Fire Chief

Baird Enters Jersey Contest For Governor

HUBER
Toned
NEWS BLACK

EVERY winner of the Ayer award, since the prize was first offered in 1931, and leading newspapers which each year received honorable mention, have been and are now consistent users of Huber Toned News Black.

Compare Huber's resources and manufacturing methods for controlling quality with those of any other news ink manufacturer:

Vehicles	J. M. Huber Petroleum Company
Carbon Black	J. M. Huber Company of Louisiana
Varnishes	J. M. Huber, Inc.
Toners	J. M. Huber Pigment Company

All raw materials are specialized products for ink manufacture. They are tested both at source and in manufacturing plants. Ink is multiple ground to insure complete dispersion. As a final precaution, the finished ink is passed through strainers containing ten thousand meshes to the square inch. Tank cars, tank trucks, drums and kits are thoroughly cleaned before every shipment.

FREEDOM from GRIT
COMPLETE DISPERSION
LESS FLYING
GREATER UNIFORMITY
LESS PENETRATION
LESS SMUT
LESS ODOR
GREATER COVERAGE

J · M · HUBER

BOSTON • CLEVELAND • CHICAGO • TW
DENVER • SEATTLE

HUBER

High Speed

HUBER High-Speed Inks are being run successfully in comic and magazine supplements, as well as in black and white newspaper sections on both hard and soft packing at speeds ranging from 4,000 to 54,000 impressions per hour. Perfect balance of color value and contrast assure maximum attention-arresting value and tonal harmony when these colors are printed alone or in combination with each other. With only nineteen Huber High-Speed Colors or with blends of these standard shades, any advertising requirements can be met.

Ask for the catalog of Huber High-Speed Colors, which can also be used advantageously by advertising departments to decrease the demand for freak shades. All colors are shown printed alone and in combination with each other, in solids, halftone and benday effects. Inks have been printed on newsprint and ink flow has been carried to approximate as closely as possible the results obtainable when printed at speed.

DENSER COLOR
HARMONY and CONTRAST
GREATER BRILLIANCE
LESS OFFSET
LESS WASHUP
LOWER GRAVITY
MORE MILEAGE
GREATER ECONOMY

W YORK, N. Y.

• OMAHA • ST. LOUIS • WASHINGTON
AS • PHILADELPHIA

HUBER GRAVURE INKS

HUBER Gravure Inks are distinctive in their depth of tone which gives unusual perspective to reproductions of photographs. They are scientifically compounded from materials specially produced for the requirements of this process.

Ground on roller mills, and screened through finest voile cloth, Huber Gravure Inks are free from abrasive particles. They protect delicate copper cylinders against scratches and give longer life to doctor blades.

Whether for rotary or sheet fed gravure, mat or gloss finish, Huber Gravure Inks are unexcelled for their tonal quality, smoothness, perfection of detail, reliability and economy.

GREATER STRENGTH
RICHER TONE VALUES
GREATER UNIFORMITY
LESS COLOR SEPARATION
LESS SETTLING
LESS ABRASION
STAND GREATER REDUCTION
SMOOTHER FINISH

J. M. HUBER, Inc., New York, N.Y.

BOSTON CLEVELAND CHICAGO OMAHA ST. LOUIS
WASHINGTON TWIN CITIES PHILADELPHIA
DENVER SEATTLE DES MOINES ATLANTA DALLAS

THIS FOLDER PRINTED ENTIRELY WITH HUBER INKS

Rochester Gannett Newspapers
John A. Burke, Prod. Mgr.
Rochester *Times-Union*
A. J. Schreiber, Stereo. Fore.
Staten Island *Advance & Jamaica Press*
Frank Parker, Mech. Supt.
Syracuse *Post-Standard*
Alexander Kramer, Supt. Pressroom
Tarrytown *News*
Allen H. Pepper, Mech. Supt.
Westchester County Publishers, Inc.
Wm. L. Fanning, Bus. Mgr.
Chas. Frederickson, Supt.

OHIO

Akron *Beacon-Journal*
Harry B. Reese, Prod. Mgr.
Ashtabula *Star-Beacon*
L. L. Bruce, Foreman
Ray Bush, Pressman
H. H. Henes, Secretary
Howard Hesley, Supt.
Carl C. Noel, Jr., Machinist
Athens *Messenger*
G. E. Stephenson, Press and Stereo. Supt.
Canton *Repository*
F. C. Blattert, Supt. Pressroom
Cincinnati *Enquirer*
Sid Gilroy, Supt. Comp. Room
Leo Moorman, Supt. Stereo. Dept.
H. D. Rindsberg, Mech. Supt.
Sidney R. Weiskittel, Supt. Pressroom
Cincinnati *Star-Times*
Earl Burwell, Stereo. Supt.
J. R. Donohue, Supt. Pressroom
George Geist, Supt. Engraving Dept.
Philip Pfalzgraf, Supt. Comp. Room
Cincinnati *Post*
Floyd Campbell, Fore. Comp. Room
T. H. Lane, Supt. Stereo.
Wm. A. Schoultheis, Mech. Supt.
Arthur W. Schoultheis, Asst. Foreman
Cleveland *Plain Dealer*
Allen W. Brown, Press Fore.
L. C. Michaels, Nat. Ad. Dept.
MacD. Sinclair, Chief Mchst.
Cleveland *Press*
Geo. H. Fuller, Stereo. Supt.
Walter Ogden, Supt. Pressroom
John Rusie, Asst. to Press Fore.
Arthur Scorah, Press Foreman
Dayton *News*
E. H. Barker, Supt. Comp. Room
Portsmouth *Times*
Frank S. Duncan, Mech. Supt.
Toledo *Blade*
Eugene P. Doyle, Mech. Supt.
Youngstown *Vindicator*
L. J. Griner, Stereo. Foreman
Frank L. Houck, Mech. Supt.
Henry T. Vaughan, Pressman

OKLAHOMA

Muskogee *Phoenix & Times-Democrat*
E. F. Bell, Mech. Supt.
Oklahoma City Publishing Co.
C. W. Lyman, Comp. Room Foreman
W. J. Phillips, Supt.
Tulsa *Tribune*
Eddie Gaughan, Press. Fore.
A. D. MacDiarmid, Comp. Room Supt.
Tulsa *World*
O. M. Harper, Mech. Supt.

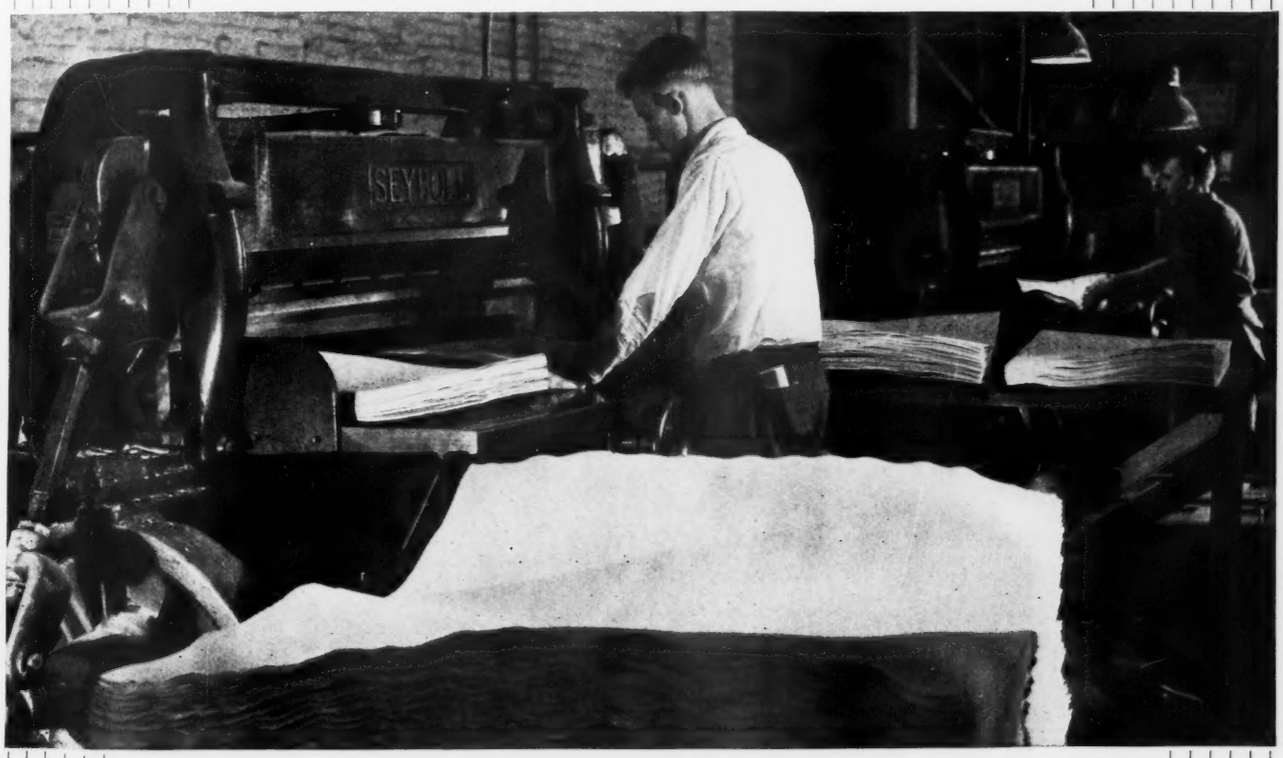
OREGON

Portland *Oregonian*
Jas. H. Brooks, Supt. Pressroom

PENNSYLVANIA

Harrisburg *Telegraph*
L. H. Butler, Mech. Supt.
Pittsburgh *Post-Gazette*
Howard S. Ladd, Mech. Supt.
Pittsburgh *Press*
L. B. Cox, Comp. Room. Fore.
Wm. Knighton, Engrav. Dept.
Chas. Little, Pressman
L. Richardson, Comp. Room Asst.
Lee Snyder, Asst. Press. Fore.
Jesse Sturm, Press. Supt.
Pittsburgh *Sun-Telegraph*
Reed C. Neill, Supt. Comp. Room
Scranton *Times*
George C. Stevens, Foreman
Williamsport *Grit*
L. V. Mincemoyer, Mech. Supt.
York *Dispatch*
D. Philip Young, Secy. & Supt.
John L. Young, President

The Picture Story of "Wood Dry Mats in the Making," No. 6



Man and Machine Cooperate to Assure Standard Sizes

THE cutting machine, while designed in such a manner as to assure precision through its control mechanism, demands the operator's careful attention. The proper adjustments must be made for each stroke of the knife in order that the mats may be cut to standard size. The large sheets of paper appearing in the foreground are so placed on the cutter table, that four mats are cut from each of these sheets. The mats are then removed to trucks for further treatment.

WOOD FLONG CORPORATION Hoosick Falls, New York

WOOD DRY MATS
ALWAYS UNIFORM

TENNESSEE
Chattanooga *News*
Guy Aycock, Press. Foreman
E. I. A. Kelly, Foreman Comp. Room
Chattanooga *Times*
I. J. Gardner, Prod. Mgr.
I. J. Gardner, Jr., Supt. Comp. Room
Knoxville *News-Sentinel*
C. B. Capps, Supt. Comp. Room
W. D. Cunningham, Pressman
Leonard C. Johnson
H. A. Newman, Stereo. Fore.
Memphis *Commercial Appeal*
Chas. T. Sullivan, Supt. Pressroom
Harry B. Adsit, Bus. Mgr.
Memphis *Press-Scimitar*
W. J. Fayard, Stereo. Supt.
Geo. A. Rosengen, Press. Supt.
G. L. Thompson, Supt. Comp. Room
Nashville *Banner*
Geo. W. Holloway, Supt. Comp. Room

TEXAS
Dallas *News-Journal*
Leven T. Deputy, Comp. Room Mech. Board
Frank A. Fox, Press. Foreman
Ft. Worth *Star-Telegram*
A. I. Lundberg, Supt.

UTAH
Salt Lake *Tribune*
H. Eugene Glenn, Supt.

VIRGINIA
Newport News *Press & Times-Herald*
Harry C. Diggs, Gen. Foreman
C. L. Shrecengost, Pressman
Richmond *News-Leader*
R. A. Cooke, Supt.

WEST VIRGINIA
Charleston *Gazette*
Paul Fite, Stereo. Foreman
Auburn Taylor, Pressman
H. G. Taylor, Asst. Pressman
M. P. Wright, Supt. Photo-Engraving

WISCONSIN
Janesville *Gazette*
F. W. Heise, Supt.
A. J. Hartley, Press. Foreman
Milwaukee *Journal*
John P. Keating, Prod. Mgr.

CANADA
Montreal Southam Newspapers
G. A. Disher

With the LUDLOW— No Looking for Sorts

WITH the Ludlow, every line of type for the paper is a new line of type with a perfect printing face. There are never any broken letters, no overhanging kerns missing, and best of all, an always unlimited amount of type. The call for four hundred figures for a 99c sale doesn't mean a thing—just go ahead and cast them and you could make it a thousand if you wanted to. No looking for sorts. Always all the type you want of any face in the office.

ELMER C. PRATT
Mechanical Superintendent
EVENING COURIER and MORNING POST
Camden, New Jersey

LUDLOW TYPOGRAPH CO.
2032 Clybourn Avenue · · Chicago, Illinois

Set in Ludlow Garamond Bold and Garamond Bold Italic with Elrod rules

Decimals for Engraver's Zinc

There Can Be No Confusion if Thickness is Specified in Thousandths of an Inch When Ordering New Supply

By W. ROY MANNY*

AT THE recent conference in the Mechanical Division of the American Newspaper Publishers' Association, a statement was made during one of the discussions, that manufacturers of photoengraver's zinc plates were not able to hold these plates with a tolerance closer than 0.005 in. This is so far from fact that I think it would be well to explain the gauge question from the manufacturer's angle.

It is customary in talking of zinc sheets used by newspapers for photoengraving, to call the plates "16 gauge" and this is the cause of most of the misunderstandings and difficulties encountered, due to variations in thickness of the zinc plates. Theoretically, 16 gauge designates a thickness of 0.065 in. according to Stub's Gauge classification. For various reasons, commercial practice has resulted in the finished plates, as delivered by different manufacturers, varying in thickness from about 0.059 in. to not over 0.063 in.

*President, Atlantic Zinc Works, Inc., Brooklyn, N. Y.

Contrary to the general impression, it is relatively easy for a manufacturer to meet definite specifications as to thickness in thousands of an inch with an allowable tolerance of not more than 0.001 in. either way. In other words, if mechanical executives will measure their bases accurately and then instead of specifying "16 gauge" will ask for sheets of any desired thickness in thousands of an inch to bring the total thickness up to type high, the manufacturer should find no difficulty in holding deliveries within a maximum tolerance of 0.002 in. all over every plate delivered.

It was the practice some years ago to roll zinc sheets for photoengraving purposes according to the usual commercial method known as "pack rolling." By this method a considerable number of sheets were piled one on top of another and passed together under the rolls. The result naturally was that certain sheets would have thick spots which rolled adjacent sheets thin, and by this method variations of several thousandths of an inch occurred in different spots on the same plate. Today the manufacturers who specialize in making photoengravers' plates, roll each sheet singly, which assures a uniform thickness all over the plate.

On sheets 12 in. to 18 in. wide, the variation in thickness between the edge and center of the plate, due to the slight springing in the rolls under heavy pressure when the sheets are passed through them is negligible. On sheets rolled over 18 in. wide, there is usually a tendency towards an increased thickness in the middle of the sheet. This increase of center thickness should not exceed 0.001 in. on plates up to 24 in. in width, which is seldom exceeded in newspaper work.

A good way to check accuracy of gauge, where an ideal thickness has been determined by micrometer, is to weigh each sheet. For instance, if one sheet 0.064 in. thick weighs 6.4 pounds and another sheet weighs 6.2 pounds, the second is 0.62 in. thick. The weight of a cubic inch of any make of photo engravers' zinc is practically the same, so variations in

THE GAUGING SYSTEM

The wire gauge and sheet metal dimensions printed below in the table no doubt cause considerable confusion in the minds of mechanical executives as to which gauge number to use when ordering zinc for photoengraving purposes. According to information from reliable sources, some supply houses (other than printing suppliers) use various standards in the measurement of different kinds of materials ordered from time to time by mechanical executives. Wire gauge numbers may be used for furnishing aluminum, brass and bronze sheet stock as well as wire of various sizes and kinds. It is customary, however, to use the U. S. Standard gauge when supplying sheet and plate iron and steel. Birmingham or Stubs (third column in the table) are the only systems which designate, for instance, No. 16 gauge as 0.065 in.

Gauge No.	Amer. B. & S.	Birm. or Stubs	Wash. & Moen	Amer. S. & W.	Imperial S. W. G.	U. S. Standard
16	0.05082	0.065	0.0625	0.037	0.064	0.0625

Mechanical executives in the printing industry can save themselves confusion and trouble by adopting Mr. Manny's suggestion when ordering zinc for photoengraving purposes. Specify the thickness of material in thousandths of an inch and forget all about the various gauging standards.—EDITOR.

BURGESS CHROME MATS

Stereotypers and TROUBLE

THE troubles in the average stereotype room are many and varied.

In our work of constantly making Burgess Chrome Mats even better we have encountered every known kind of trouble that a stereotype room can develop—and there are plenty of them.

In our patient laboratory work we have had to find ways and means of overcoming such troubles.

So we know a lot of the answers to things that may be causing you trouble. We train our Men in The Field to recognize such troubles and to know how to correct them.

Whether you use Burgess Chrome Mats or not, a visit from one of these men might be well worth your while. His job is not to sell Burgess Chrome Mats. They sell themselves.

He is there to help you in any way he can. So write and ask him to call today. He may help you to lower costs and a better printed paper. And there's not one cent's worth of obligation. It's all in the game.

BURGESS CELLULOSE COMPANY
FREEPORT, ILLINOIS

CHROME MATS
A Laboratory Product
A 177

Pacific Coast Representative, RALPH LEBER,
426 Polson Bldg., Seattle, Washington

BURGESS CHROME MATS

BURGESS CHROME MATS

BURGESS CHROME MATS

weight in the same size sheets, means a corresponding variation in thickness.

Summing up, it is desirable in order zinc sheets to specify the exact thickness desired in thousandths of an inch and in case any trouble arises as to gauge, any reputable manufacturer of photoengravers zinc plates will be glad to accept the responsibility for plates delivered which in any spot are more than 0.001 in. thicker or thinner than the exact thickness specified.

Fine Meeting

By STAFF WRITER

THE eighth annual meeting of the Iowa Composing Room Executives' association was held at Clinton on June 11 and 12. Eighty members and guests were in attendance, the largest number who have participated in the meetings since organization of the association.

The Mergenthaler Linotype Company exhibited slides showing the progress of its composing machines and the recent improvements. The Intertype Corporation showed a talking movie which features recent Intertype improvements.

Gilbert P. Farrar, Intertype typographer, gave a very instructive address on typography and its effects. W. E. Wines, manager of the mechanical department of the A. N. P. A., attended all the sessions and talked on better methods of printing. Leon A. Link, superintendent of the Des Moines *Register and Tribune* composing room, emphasized the importance of more precision in newspaper printing. C. H. Stout of the Matrix Contrast Corporation spoke on "Errors."

The Question Box, which is an annual feature, brought out much beneficial discussion and occupied most of the time of the second day.

All the old officers were reelected for another year which include: Leo Carle, Mason City *Globe-Gazette*, president; Ed Funk, Waterloo *Courier*, vice president, and Paul Kamler, Clinton *Herald*, secretary-treasurer.

The dates and place for the next meeting were left to the decision of the officers. There was considerable sentiment for holding the meeting a month earlier next year.

Patterson and White Promoted

Walter B. Patterson, former manager of the Chicago Agency of the Mergenthaler Linotype Company, has been promoted to the executive staff at Brooklyn headquarters, and Fred A. White, former assistant to Mr. Patterson, has been made manager of the Chicago Agency.

Mr. Patterson, who will work with Harry L. Gage, vice president in charge of sales, has been made director of Linotype agencies and will be closely associated with Linotype activities in all sections of the country.

. . A.N.P.A. Meet

(Continued from page 14)

a paper on "The Modern Composing Room, Its Equipment and Operation."

PROOF READING 30% BETTER

Accuracy in proofreading has been improved 30% in Mr. Evers plant by isolating the proof room. This was only one of the many interesting opinions of Mr. Evers' paper.

Mr. Evers described a copy control system connecting the composing room and editorial department with a signal light system which was adapted from a similar system in use in the Milwaukee *Journal*.

BASE AND SLUGS 0.853 IN. HIGH

In order to avoid poor printing of cuts in advertisements where a cut occupies more than the space allotted for it in the advertisement which is being set while the base and cuts are being made, slugs used in conjunction with stereotype cut basing material are cast 0.853 in. high. In

EDES PHOTO-ENGRAVING

EDES SUPERFINE QUALITY ZINC

ZINC

THE STANDARD FOR MORE THAN 80 YEARS

THE EDES MANUFACTURING CO., PLYMOUTH, MASS.

SAVES "REMAKES"

Sales Representatives

John H. Heimbuecher Metals Co., 514 No. Third St., St. Louis, Mo.
Gazzolo Drug & Chemical Co., 119 So. Green St., Chicago, Ill.
E. H. Walker Supply Co., Printcraft Bldg., Washington, D. C.
R. Mohr & Sons, 883 Mission St., San Francisco, Cal.
Thompson-Hayward Chemical Co., 2228 Blake St., Denver, Colo.
Thompson-Hayward Chemical Co., 909-2nd St. So., Minneapolis, Minn.
Metzger Photo Supply Co., 1091 So. Main St., Akron, Ohio
G. C. Dom Supply Co., 125 East Pearl St., Cincinnati, Ohio

this way the slugs and base are of the same height which automatically provides a level surface for cuts. All cuts are mounted on stereotype base which is shaved 0.853 in. high.

TALKS ON LINE-CASTING MACHINES ENTHUSIASTICALLY RECEIVED

After the discussion following Mr. Evers' papers, Fred C. Gruman, assistant to the president of the Mergenthaler Linotype Co., and H. R. Freund, chief engineer of the Intertype Corporation, demonstrated recent improvements in keyboard line-composing machines. Mr. Gruman, through the medium of lantern slides, showed various improvements in Linotype detail as well as the new models. Mr. Freund presented a sound picture which included animated action of various machine parts. New models of the Intertype were also shown in operation. The two features were received with enthusiasm.

MAT STANDARDIZATION IMPRACTICAL

At the Tuesday evening session, W. J. Phillips, plant superintendent of the Oklahoma City *Oklahoman and Times*, was presiding officer.

F. C. Palmer, superintendent of stereotyping, Jersey City *Journal*, and chairman of the committee which was appointed to discuss with dry mat manufacturers the possibility of standardizing mats into a limited number of sizes, reported that the committee was unable to make any progress. A majority of the committee felt that the negotiations should be dropped.

T. P. Beacom, general mechanical councilor for the Hearst Newspapers, stated that stereotypers want a better mat rather than a cheaper mat and he thought the best thing to do would be to let the mat dimensions alone. Atmospheric conditions and the human element enter too greatly into mat manufacture and usage to attempt strict regulation.

MAT PENETRATION

The results of an investigation made by John J. Shea, mechanical superintendent of the Worcester (Mass.) *Telegram-Gazette*, into the question of type, rule, cut and leader penetration into a stereotype matrix was read by Manager W. E. Wines. Mr. Shea's tests were made with a Zenke gauge. Leader penetration into the matrix was 0.015 in., straight news copy 0.008 in. and cuts 0.005 in. Tests on plants showed that cut cast over type high approached more nearly the standard thickness of the plate than those cuts which were mounted exactly type high or 0.918 in.

Considerable argument was precipitated by Timothy P. Beacom when he asserted that the major part of printing troubles is in the pressroom and laid the blame on newspaper managements seeking to cut down pressroom expenses. He thinks that absolute uniformity in the printing surface of the plate is essential to good printing and that the plate shaver will eliminate all high matter in the mat.

By setting advertisements oversize, said John B. Vail, superintendent of machinery, St. Louis *Post Dispatch*, the problem of shrinkage can be taken care of in a fairly satisfactory manner, since the diminution in size is constant.

INFORMATION SCHEDULES DESIRABLE

Manager W. E. Wines of the mechanical department, thinks newspaper reference books in the advertising field should contain information as to what each newspaper does to compensate for shrinkage. Printing sizes as well as page sizes should be given.

Peter E. Silver, foreman stereotype department, St. Louis *Globe-Democrat*, asserted that the entire makeup of a page, including type and cuts should be 0.918 in. high.

Isador Tornberg of the Wood Newspaper Machinery Corporation, says that in a stereotype matrix, the area represented by a cut which has been mounted over type high will be somewhat thinner than the type area.

SESSION ON PRESS DRIVES

S. H. Kauffmann, assistant business manager of the Washington (D. C.) *Star*, was chairman of the Wednesday afternoon meeting during which newspaper press drives were discussed by three prominent engineers.

E. H. Laabs, engineering department of Cutler-Hammer, Inc., discussed the requirements of newspaper press drives and described the dual or two-speed alternating current equipment by giving its advantages in the way of economy of operation, reserve for emergency yields, better layouts of press units and more stand-by capacity.

W. L. Wright, industrial engineering department of the General Electric Co., gave a paper on a.c. and d.c. drives for high-speed newspaper presses. He compared characteristics and costs of the various systems with respect to production needs, space required and efficiency of operation at different speeds.

An interesting appraisal with respect to power absorption in the driving of a press is as follows:

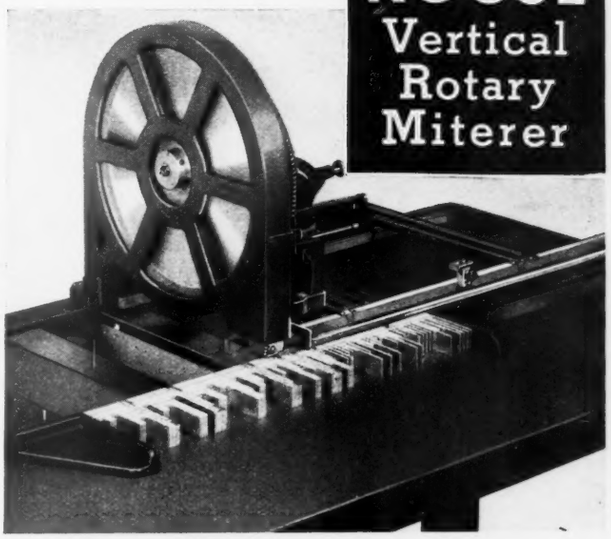
While it is extremely difficult to segregate accurately the power absorbed in driving a press under actual operating conditions, preliminary tests would indicate that more than 50 per cent is consumed by the inking mechanism in transferring ink from the ink fountain to the surface of the stereotype plates, approximately 25 per cent is absorbed in impression, while the power used in drawing the web through under normal tension is probably less than 8 per cent. Bearing and gear friction appears to be approximately 10 per cent of the total.

Walter H. Ogden, pressroom superintendent of the Cleveland *Press*, read a paper prepared by A. J. Cline, president of the Cline Electric Mfg. Co., Chicago.

Mr. Cline's paper demonstrated to mechanical executives the difficulties met by the engineer in providing power according to press requirements, and compared group and unit drive systems.

CUT COST

ROUSE Band Saw — ROUSE Vertical Rotary Miterer



The Rouse Band Saw

Save time. Cut 17 inches of line cast slugs, of UNEQUAL measure, in 35 seconds. Easier and quicker than an ordinary saw cuts down straight matter. Automatically selects slug lengths, aligns them instantly, feeds without adjustment and cuts to exact measure. Allows capacity operation of line casting machine. Shortens time from machine to the make-up bank. Essential to publishers or large printers. Two sizes. Circular explains operation in detail.

The Rouse Vertical Rotary Miterer

High-speed, accurate mitering tends to low cost production. Perfect miters are essential to quality. A complete miter can be made in one operation on the Rouse Rotary Miterer, without previous cutting of strip to length. No waste motion. Hundreds of fancy angle ornaments or combination borders may be cut easily. Gauge sets by Quarter Points to 144 picas. Automatic clamp insures accuracy and safety.

Know the latest production methods. Write for complete information on the Rouse Band Saw and the Rouse Vertical Rotary Miterer—or get in touch with your nearest Rouse dealer. Your request for information does not obligate you in any way.

H. B. ROUSE & COMPANY
2214-16 WARD STREET
CHICAGO ILLINOIS

. . . leading the

ENGRAVER'S PARADE

It took a company manufacturing engraver's zinc exclusively to perfect the application of the electric induction process to zinc casting, thus assuring absolute uniformity. For the past five years, Zomo Electric Zinc has proved to be the ideal all-around metal for the modern engraver.

Now the producers of Zomo Electric Zinc offer an additional metal, especially developed for long runs and heavy mat work. This new metal—known as A-Z Alloy—has on inherent toughness that cannot be taken out. At the same time, it etches with amazing speed.

Of course there are many metals in the engraver's parade today. But why not choose the leaders? You can order Zomo Electric Zinc and A-Z Alloy from warehouse stocks of any of the following:

Rolled Plate Metal Co.; National Steel and Copper Plate Co.; American Steel and Copper Plate Co.; Pacific Steel and Copper Plate Co.; C. G. Hussey & Co.; W. E. Booth Co., Ltd., Canada; Eastman Kodak Stores; Allan B. Croke Co.; Phototechnical Laboratories, Inc.

There's valuable information in this folder. Send for free copy.

Recent Printing Equipment and Supply Patents

Printed Copies of Patents Are Furnished by the Patent Office at 10 Cents Each. These May Be Obtained by Addressing the Commissioner of Patents, at Washington, D. C.

1,957,453. CASTING MACHINE FOR STEREOTYPE PLATES. Frank A. Foster and Charles H. Armstrong, Battle Creek, Mich., assignors to The Goss Printing Press Co., Chicago, Ill., a corporation of Illinois. Application August 22, 1932. Serial No. 629,826. 33 Claims. (Cl. 22—2.)

1. In a casting machine, the combination of a metal pot having a discharge provided with an inwardly facing valve seat at its inner end and with a flange and an outwardly facing conical pilot recess at its outer end, an inwardly opening valve coacting with the seat, a casting box carriage mounted to reciprocate in a plane parallel to the axis of the discharge, a pair of complementary segmental casting box side members pivotally mounted on the carriage, a margin bar of T cross section, the side members being recessed at their pivot edges to receive the web of the margin bar; an annular casting box end member pivoted on the margin bar and provided with a tapered pilot coacting with the pilot recess of metal pot discharge and having a flange at its outer end abutting the flange on the conduit when the parts are adjusted to casting position, means for detachably securing the flanges together, a plunger guide mounted on the carriage and axially aligned with the discharge, a casting box end ring mounted on the guide, a ring tnreaded for adjustment on the guide, the pivoted end member having an annular rib and the casting box side members having grooves to receive tne ring and rib when the casting box is closed, means for reciprocating the carriage, and a casting plunger adapted to reciprocate through the casting box and into the metal pot discharge to returr excess metal to the metal pot.

1,957,559. ATTACHMENT FOR PRINTING PRESSES. Richard E. Thickens, Menasha, Wis., assignor to Dexter Folder Company, New York, N. Y., a corporation of New York. Application April 20, 1931. Serial No. 531,315. 21 Claims. (Cl. 164—67.)

1. The combination of a feeder frame, a cutter supporting frame, means for supporting a roll of paper in the latter frame, a movable conveyor pivoted to the cutter supporting frame for movement into and out of detachable connection with the feeder frame, cutting means carried by the cutter supporting frame, and means adapted to feed the paper from the roll to the cutting means for cutting the same into sheets of predetermined size to be deposited on the conveyor and delivered thereby to means adjacent the front of the feeder frame.

1,957,850. PRINTING PLATE AND METHOD OF MAKING THE SAME. Thomas Ernest Richards, Auckland, New Zealand. Application October 20, 1927, Serial No. 227,623. In New Zealand November 22, 1926. 18 Claims. (Cl. 41—41.5.)

16. A metal printing plate having ink-receiving portions of hardened asphaltum base material penetrating and embedded in the interstices of the plate.

1,957,880. FOLDING MECHANISM. Harland Fankboner, Chicago, Ill., assignor to The Goss Printing Press Company, Chicago, Ill., a corporation of Illinois. Application February 25, 1932. Serial No. 595,080. 5 Claims. (Cl. 101—409.)

5. A jaw mechanism including in combination a stationary jaw, a movable jaw comprising individual jaw members mounted on an oscillatable snaft adjacent to tne stationary jaw, means for minutely angularly moving the jaw members on the shaft, a second shaft, a relatively long spring coiled about the second shaft, means for variably tensioning the spring, gearing for interconnecting the shafts to close the jaws by the spring, and antifriction bearings for the shafts.

1,957,970. METHOD OF PHOTOGRAPHICALLY PRODUCING "BEN DAY" TONES. Fayette E. Marsh, Los Angeles, Calif., assignor to Chas. V. Price, Los Angeles, Calif. Application December 19, 1932. Serial No. 647,853. 4 Claims. (Cl. 95—5.)

1. The method herein described of producing a negative on a wnite support, which consists in providing a surface with a sketch to be shaded or toned, superimposing upon the sketch a transparent overlay, applying on selected areas of tne overlay while thus superimposed reflective coloring matters where tones are to subsequently appear on a photocopy of the sketch, photo-copying the original sketch on a white photographic paper thereby producing a negative, superimposing upon the negative in correct register tnerewith tne overlay on which the colors have been applied, photo-copying on a sensitized film through a color filter which corresponds to a color on the overlay, the composite assembly of the negative and colored overlay together with a stencil in "Ben Day" pattern, whereby to record on the sensitized film in the camera a tone or shade in the area corresponding to the location of one color on the overlay, removing tne stencil and filter from tne composite assembly, re-exposing the composite assembly tnrough a substitute color filter corresponding to another color on the overlay together with a second stencil in "Ben Day" pattern so as to place a different tone of "Ben Day" on the sensitized film in the camera to correspond with another color on the overlay, then removing the overlay, stencil, and color filter from the later assembly and re-exposing the negative alone so that tne unexposed areas of the negative which were covered by the colors on the overlay may be exposed to the film in the camera.

1,958,030. SHEET FEEDING MEANS FOR ROTARY PRINTING PRESSES. Howard M. Barber, Pawcatuck, Conn., assignor to C. B. Cottrell & Sons Company, Westerly, R. I., a corporation of Delaware. Application February 27, 1932. Serial No. 595,524. 2 Claims. (Cl. 271—9.)

1. Means for feeding sheets to tne impression cylinder of a rotary printing press comprising two sheet feed tables and a common rotary carrier having a single set of grippers operable to take a sheet on one revolution of the carrier directly from one sheet feed table and on the next revolution of the carrier directly from the other sheet feed table and to transfer a sheet every revolution of the carrier directly to the impression cylinder.

1,958,175. CYLINDER CONNECTION FOR PRINTING MACHINES. Wesley P. Shomaker, Richmond, Va., Application July 13, 1932. Serial No. 622,344. 8 Claims. (Cl. 101—216.)

1. In a printing machine, the combination with a printing couple comprising a plate cylinder and an impression cylinder and a date printing cylinder cooperating with the impression cylinder and being of greater diameter than the latter, means connected to the date printing and impression cylinders for effecting relative turning thereof to register at an equal speed the printing points of the respective cylinders during operation of the machine.

1,958,299. INTAGLIO PRINTING METHODS AND APPARATUS. Emil Ericksson, Chicago, Ill., assignor to Standard Process Corporation, Chicago, Ill., a corporation of Delaware. Application October 15, 1930. Serial No. 488,916. 6 Claims. (Cl. 101—375.)

1. As an article of manufacture, an intaglio printing form comprising a hollow seamless self-supporting polished open-ended cylinder with an electro-deposited copper surface suitable to receive an etching, tne metal thickness of the cylinder wall being of the order of 0.005 to 0.030 in.

5. A printing roller assembly comprising a cylindrical self-supporting metallic shell with a polished surface and a wall thickness sufficient to economically receive a single etching; an expansible mandrel comprising a sufficiently large number of segments to form a substantially solid cylindrical support for the form; packing interposed between the ends of the segments and tne shell to prevent substantial ingress of ink between the shell and the segments during printing operations; and means for nolding tne packing and the segments in expanded position within the printing form.

Illinois Executives Meet

The June meeting of the Illinois Composing Room Executives' Association was held in Moline on Sunday, June 10. About 15 executives from Iowa were present. Four states, Illinois, Iowa, Indiana and Wisconsin, were represented.

The following officers were elected:

Earl E. Anderson, Superintendent Consolidated Newspapers, Rockford, Ill., president; George Bolton, Superintendent composing room, *Herald-News*, Joliet, Ill., vice president; Harry Barch, foreman, Springfield *Register*, secretary; directors: Harold Faltz, Chicago Daily *News*, and Bert Manning, Peoria *Star*.

Jack Burke, Production Manager of the Gannett Newspapers, gave a talk on composing room management which was of great interest to all those present.

Earl Anderson, the new president, who previously served as secretary, states that he will work for a larger and more active association with the purpose of developing better and more efficient composing room executives.

Invitations for the 1935 meeting have been received from Danville and Peoria. Selection will be made later.

Exhibitors at the St. Louis A.N.P.A. Conference

The following manufacturing and supply companies were exhibitors at the Hotel Statler, St. Louis, during the A. N. P. A. Mechanical Conference, June 4, 5 and 6:

Atlantic Zinc Works
W. Roy Manny, Pres.

Bingham's Son (Sam'l.) Mfg. Co.
L. D. McShane

Dunlevy, Paul C.

Gerrard Co., The, Inc.
A. Larsen, Manager

Imperial Type Metal Co.
Clarence Seaman, Vice Pres.

Klean-O-Mat Div., Fred Goat Co., Inc.
Ray Johnson, Sales Mgr.

New England Newspaper Supply
William Grenier and
"Scotty" Campbell

Powers Reproduction Corporation

Printing EQUIPMENT *Engineer*
W. D. Will, Vice Pres.

Rapid Roller Co.
D. M. Rapport, Pres.

Rapid Electrotype Co.
G. Wm. Kauffman, Mgr.

Rockaway Company
O. C. Haderer, Sales Mgr.

Rouse, H. B., & Co.
Wm. J. Knoll, Vice Pres.

U. S. Mfg. Co.
O. W. Cross, Manager

Vandercook & Sons
R. O. Vandercook, Pres.

Vogt Roller Co.
Benj. F. Vogt, Pres.

Giegengack Succeeds Carter

George H. Carter, United States public printer for about 13 years, resigned from that position on June 30. It has not been announced what his future plans may be.

A. E. Giegengack of Rockville Centre, L. I., has been named to the position which pays $10,000 per year. He is 44 years of age, married, and is the father of a 10-year-old daughter.

Kellogg Leaves American Type Founders

Charles W. Kellogg will retire from the management of the Engineering Department of the American Type Founders Sales Corporation on July 1. Mr. Kellogg has not fully formulated his future plans, but expects to spend the next two months at his home, 343 Cutler St., Allegan, Mich.

Speaking of his future activities, Mr. Kellogg said: "Present economic conditions in the industry are developing many changes in production methods. This fall I expect to spend considerable time in conferences with leading printing plant executives, with a view to determining just what equipments will best serve their requirements."

Mr. Kellogg is a member of the American Society of Mechanical Engineers, and other organizations.

★

EASY

Molding Certifieds Would Have Saved This

EXPENSE

● "The molding machine needs rebuilding," reports the stereotyping foreman, "and that practically means a trade-in.

● "No, it shouldn't have worn out so fast. It's the squeeze we have to give these mats. While we are about it, I think I'll order a case of Certified Mats. They mold with a lot less pressure and some of my friends are getting great results with them."

For dependable stereotyping
use Certified Dry Mats—
Made in the U.S.A.

THE CERTIFIED DRY MAT CORPORATION

338 Madison Ave. New York, City

Certified
DRY MATS

. . Machinery Problem

(Continued from page 10)

NEED FOR ORGANIZED CONTROL

The need for organized control of surplus used printing equipment is explained as follows:

The major portion of the available surplus used printing machinery and equipment rests in the hands of printers and publishers and other principals engaged in the Graphic Arts Industry. In most cases, they are the outright owners of it. For the most part, such used machinery is offered for sale not through dealers but through other and various unorganized mediums. The lack of a central organized outlet for such used machinery unfavorably affects the entire Industry and Trade in many ways.

CERTIFICATES OF VALUE

To this end, the Plan provides for the issuance of Certificates of Value in exchange for surplus used equipment of a capital asset nature in cases where the owner wishes to make immediate disposition. The present practice whereby manufacturers accept used machinery in trade at established valuations towards the purchase price of new machinery will continue.

Certificates of Value will be issued where owners wish to dispose of surplus used machinery immediately, without at the same time contracting to buy new machinery. In such cases, the corporation may issue to such owners in exchange for used machinery, Certificates of Value based on established valuations therefor. No such certificates, however, shall be issued for used special-purpose machinery, hereby defined to be machinery built to order from specially prepared drawings and manufactured from specially built jigs, fixtures, tools, and other specially designed manufacturing equipment necessary in the manufacture of such machinery, unless through a dealer the corporation has obtained in advance a bona fide order on a cash basis for such machinery at a satisfactory price; provided, however, that in such event Certificates of Value shall not be issued for an amount in excess of its value based on established valuations.

WILL PURCHASE USED MACHINERY

In contemplation of the destruction, and permanent removal from the market of used machinery incapable of further economic production, the corporation may also purchase, through the use of Certificates of Value, from dealers of used machinery, such machinery based on established valuations therefor. Such dealers will be at liberty to sell these Certificates of Value to anyone in the market for the purchase of new machinery. The corporation will also honor these Certificates of Value from any used machinery dealer to which it sells used machinery for resale but not in excess of 10% of the price at which the dealer buys such machinery from the corporation.

In cases of liquidation or auction sales of plants containing used machinery or in consolidations of plants resulting in surplus used machinery, the corporation may, through the issuance of Certificates of Value or otherwise, endeavor to obtain control of such machinery on established valuations therefor.

DISPOSITION OF USED MACHINERY

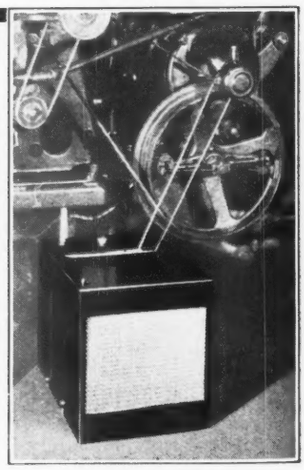
Used machinery coming into absolute ownership of the corporation may (1) be thoroughly destroyed if incapable of economical production or (2) if it still has sound value it may be offered for sale, either "as is" by Dealers, or after rebuilding or reconditioning.

HOW MUCH ARE YOU PAYING MONTHLY FOR—

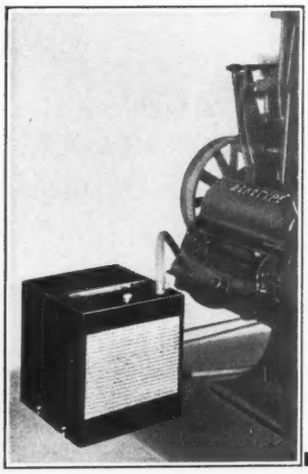
Water Bills

Removing Lime from Water Jackets

Loss of Production



The MONOAQUA COOLER eliminates this unnecessary monthly expense, as well as makes it possible to place machines where water is not available.



The MONOAQUA COOLER is driven by a round belt and direct from the typesetting machine motor, requiring only three quarts of distilled water which is circulated by a gear pump and cooled by means of two fan-cooled radiators. The machine is constructed of the very best of material, is self-lubricating and free from attention. It requires only one square foot of space and can easily be set aside while making repairs on the Linotype or Monotype.

Each Linotype or Monotype consumes over 30 gallons of water per hour and the Monoaqua Cooler will pay for itself in a few months on the saving of water alone.

The MONOAQUA COOLER has been found very satisfactory by the many newspapers and printing plants who have been using it for the past two years.

Prices, ready for installation:
$55.00, each. Quantities of five, or more, $50.00 each.

THE DIXON COMPANY 735 E. Ohio St., Indianapolis, Ind.

Certificates of Value will be honored at face value in connection with the purchase of new machinery within a period of five years from the date of issuance after which time, under their terms, they become valueless. As set forth in the plan, if the holder of a certificate does not wish to retain it until he needs to buy new printing machinery, he will be at liberty to sell the certificate to others who may be in the market. When new machinery is purchased within the five-year limit, the holders of certificates may then turn over to the seller of the new machinery, certificates to the value of not over ten per cent of the list price of such new machinery—the only exception being that certificates will not be accepted in transactions involving a trading allowance for used machinery.

CERTIFICATES MAY BE PARTIALLY USED

In the purchase of new machinery, if an amount equal to 10 per cent of the list price will not entirely exhaust a certificate, the purchaser will turn the certificate over to the manufacturer who will send it to the corporation to have the necessary amount endorsed as a debit thereon, following which an Exchange Certificate for the balance will be returned to the owner to be held for future use.

CERTIFICATES WILL BE NEGOTIABLE

The Certificates issued to the owner in payment for used machinery may be disposed of in case the holders do not need new equipment at the moment and have no occasion to turn them in as part payment on the purchase price of machinery.

Since the Certificates have a fixed value, it is believed that holders will find a ready market for them. Field representatives will assist holders find a market for them through other printers and publishers. Except manufacturers, including their representatives and their direct dealers, and importers, any holders of Certificates will be at liberty to sell them to others who may be in the market.

As to the query which might arise with respect to obtaining full value for Certificates in case of cash sale, "the frank answer is that it may be necessary to allow a discount (just as the selling price for used machinery is seldom realized) in which case the amount allowed should be considered as a contribution to the common cause."

DEALERS BENEFIT BY PLAN

Dealers will be benefited by the Certificate Plan through the existence of a central organization which will be able to take off their hands used machinery coming to them direct. This would relieve them of the necessity of tying up capital in inventories and incurring the expense of storage, rental space, insurance charges, etc., and the expense of seeking a purchaser for such used machinery.

Dealers will be in a position to sell the prospective purchasers of new machinery Certificates of Value which may come into their possession; thus, they may partially engage in the business of selling Certificates instead of used machinery entirely.

McSweeney Joins W. F. Hall

Edward F. McSweeney, Jr., has joined the W. F. Hall Printing Co., 4600 Diversey Ave., Chicago, as vice president in charge of sales and planning development. In the announcement which was made by Frank R. Warren, president of the Hall organzation, it was stated that all the sales promotion and advertising activities would be centered at the Chicago headquarters of the company. Mr. McSweeney will divide his time between the Chicago and New York offices.

Vulcan

Newspaper Press Blankets

are scientifically built upon sound mechanical principles

That is why they cure all cases of tinkeritis.

That is why they conform to press builders' specifications as to thickness.

That is why they eliminate constant adjustments of impression.

That is why they print better with less impression.

That is why they print solids SOLID and improve halftone printing.

That is why more than 600 newspapers are now using Vulcan Blankets.

There is a Vulcan Blanket or Combination Packing for every mechanical need or personal preference.

Vulcan Proofing Company

First Avenue and Fifty-Eighth Street • Brooklyn, N. Y.

Pacific Coast:
Ralph Leber Co., Inc., Seattle, Wash.

VULCAN

Press Blankets and Rubber Rollers

WHY WE STICK TO IMPERIAL

We like to buy from specialists

"IN newspaper production with its split hair schedules we feel that the best is absolutely essential when it comes to equipment and supplies. Sad experience years ago taught us that inferior type metal bought on a "bid basis" was poor economy. For that reason we looked over all of the type metal manufacturers and found that there was one concern specializing in type metal and that they stood head and shoulders above the rest. That was the Imperial Type Metal Company.

"We felt that the Imperial Type Metal Co., because it specialized in type metal and did not make a long line of other kinds of metals, should be better equipped to understand our needs and to supply us type metal. Recently we have been told that Imperial supplies metal to 44 per cent of all the newspapers in the United States. Any company that can service 44 per cent of the newspapers in the United States certainly must know their type metal. Experience has proven this to our satisfaction, and that's why we stick to Imperial."

Imperial
METAL

THE IMPERIAL TYPE METAL CO.
Philadelphia · New York · Chicago · Los Angeles

. . New Products

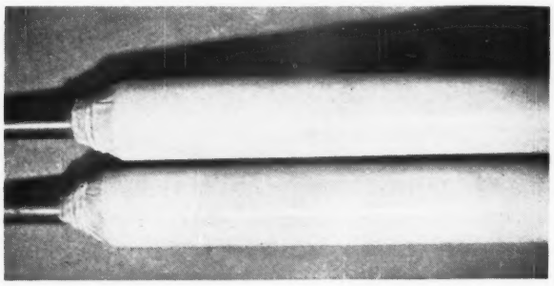
Yeager Processed Rollers

A new type fabric-covered composition roller is being manufactured by the Yeager Process Company, Marion, Ohio, for use with news inks.

The Yeager Process consists of taking new or used composition rollers and covering them with a specially treated fabric. Old rollers which are badly pitted or deformed cannot be covered. The fabric used in covering prevents the penetration of ink into and the loss of glycerine from the roller.

Some of the claims made for Yeager Processed Rollers are as follows:

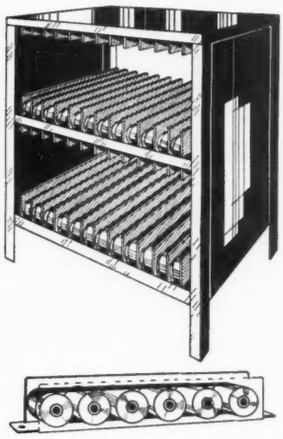
Rollers may be processed many times. They will not shrink nor swell, which prevents wrinkling and corrugating of fabric and eliminates frequent adjustment. The fabric cover is applied on the composition (the composition is not cast in the cover) thereby allowing the roller to be recovered. The roller ends are sealed to protect them from the rotting and deteriorating effects of oil and ink. The fabric is securely fastened to the roller on the surface as well as at the end to prevent it from creeping or wrinkling, or as a result of the creeping the throwing of ink from the wrinkled fabric. These rollers can be furnished in either the plain finish for single color work which require no washups, or in the washable fabric for color changes. The latter finish can be cleaned with a dry cloth.



View of sections of two printing press rollers covered by the Yeager Process

Yeager Processed Rollers, it is also claimed, have been operated over a period of six weeks in room temperatures varying from 40 deg. to 98 deg. with rollers set too heavy, or speeded up to exceed 60,000 impressions per hour and turning against the fabric seam.

New Reid Magazine Rack



William Reid & Company, Machinists and Type Machine Engineers, 537 South LaSalle St., Chicago, Ill., are making a new rack for Intertype magazines. The rack, as shown in the illustration, is designed to hold 12 split magazines in the upper section and 12 split magazines in the lower sections.

As each magazine is drawn from the rack or pulled out for placing on the machine, it rides on a belt supported by six large rollers.

It is stated that full protection is insured for split magazines against wear or damage to the magazine mouth or delivery end.

The racks are made up with storage capacity, either for full length or split Intertype magazines, according to the customer's specifications.

No-Waste Zink Cut Cement

The E. A. Booth Rubber Company, 364 Rockefeller Bldg., Cleveland, Ohio, has perfected "Zink" Cut Cement for fastening cuts of all kinds to wood, steel, iron or stereotype metal base. It is designed for use in commercial or newspaper printing and publishing plants.

The annoyance of cuts being picked up by proof press inking rollers or misplacement due to handling of forms by several persons without proper instructions as to the placing of cuts not fastened to bases can be obviated through the use of this new cement.

The cement is put up in a collapsible tube with cap which, it is claimed, provides a convenient container and facilitates application to any cut. If the cap has not been replaced on the tube overnight, a pin or paper clip may be used to puncture the hardened skin over the mouth of the tube, after which it is ready for use again. The tube eliminates any messy open-top jars or pots with the consequent hardening of brushes and cement upon exposure to air. Therefore, there can be no waste.

Use the improved

ZENKE *Universal* GAUGE

for Economical Quality Printing

Gauging a curved stereotype plate with the Zenke Universal Gauge

High-speed precision presses demand a like degree of precision in plates and blankets. The accuracy of the Zenke Gauge is attained by its pre-loading and self-aligning features. It will accommodate curved or flat plates up to 18" in width and up to type-high thickness as well as press blankets, moulding blankets, etc. Special fixtures are also supplied with each gauge for measuring depths of halftones and for gauging brass matrices for automatic type setting machines . . . *Write for illustrated circular.*

Sole Distributors—

IRVING TRUST CO., Receiver in Equity for

R. HOE & CO., Inc.

138th St. & East River, New York, N.Y.

CHICAGO, ILL. SAN FRANCISCO, CAL. BOSTON, MASS.

Don't Burden Your Payroll with Obsoleteness

Let the old-fashioned, time-killing, money-wasting method of cleaning mats and magazines (by hand) go the way of the wet mat and other antiquated customs.

Adopt the "KLEAN-O-MAT" Process—NOW—the process that does the job in 30 minutes (*without running mats out*); gives operators real visibility; greatly reduces errors, and cuts production costs.

Then—you'll understand why R. Marvin Megginson, (Supt. Wilmington, Del., "News-Journal") says: *"I consider the old way of running mats out as obsolete as 'beating in' a wet mat with the old-fashioned brush."*

"Results highly satisfactory . . . machinist enthusiastic . . . found no injury to mats, magazines or cams . . . false-walls not touched . . . consider good investment." — "Washington Daily News," Washington, D. C.

" . . . want to tell you that I am well pleased with results obtained." — Altoona, (Pa.), "Mirror."

" . . . more than pleased . . . reduced errors more than 50% . . . machinist very enthusiastic . . . operators amazed and pleased with elimination of errors and transpositions and relief from eye-strain." — Hamilton, (Canada), "Spectator."

" . . . performs well work for which intended . . . consider useful and valuable."—Jamestown, (N. Y.), "Journal."

Klean-O-Mat "Clicked" at St. Louis Conference

Mechanical executives who attended the A.N.P.A. Conference at St. Louis, June 4, 5, 6, as well as the State Conference at Moline, Ill., and Clinton, Iowa, demonstrated keen interest in "KLEAN-O-MAT" displays, and were unanimous in declaring "KLEAN-O-MAT" to be *right*. Let us send you a comparative cost analysis that will surprise you.

KLEAN-O-MAT DIVISION,

THE FRED GOAT CO., INC.

ESTABLISHED 1893

Klean-o-Mat PROCESS

314 DEAN STREET • BROOKLYN, N. Y.

• CLEAR
• CLEAN
• ACCURATE

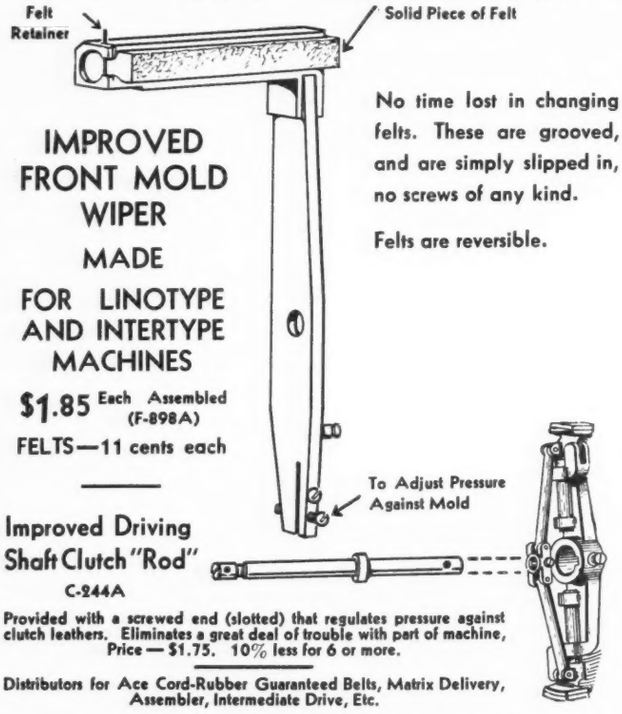
Morley Mats are consistent performers. They deliver one-hundred percent in satisfaction — halftones . . . electros . . . type forms. Easy moulding . . . deep, sharp impressions with minimum moulding pressure that will not break down type and prolongs the life of your moulding blanket.

MORLEY *better* **MATS**

Write for FREE Sample

Morley Button Manufacturing Company
Portsmouth, New Hampshire
New York Office: 46 East 11th Street

TWO MORE TRADE ★ MARK PARTS



IMPROVED FRONT MOLD WIPER
MADE FOR LINOTYPE AND INTERTYPE MACHINES
$1.85 Each Assembled (F-898A)
FELTS—11 cents each

No time lost in changing felts. These are grooved, and are simply slipped in, no screws of any kind.

Felts are reversible.

Improved Driving Shaft Clutch "Rod"
C-244A

Provided with a screwed end (slotted) that regulates pressure against clutch leathers. Eliminates a great deal of trouble with part of machine, Price — $1.75. 10% less for 6 or more.

Distributors for Ace Cord-Rubber Guaranteed Belts, Matrix Delivery, Assembler, Intermediate Drive, Etc.

LINOTYPE PARTS CORPORATION

NEW YORK
203 Lafayette Street

KANSAS CITY
314 West 10th Street

Agencies:

CHICAGO
314 West Randolph Street

LOS ANGELES
1520 Georgia Street

This Equipment Literature Is Your's for the Asking

Readers of *Printing* EQUIPMENT *Engineer* who are interested in securing any of the catalogs, books or bulletins listed below can do so by checking the literature desired. Mark carefully only that literature which you wish to receive. Fill out the coupon and send it to us. The literature will be forwarded without cost except where noted.

☐ *Where Split Seconds Count*—Illustrated folder describing wire tying machine for use in newspaper plant.

☐ *Modern Equipment Will Effect Substantial Saving*—Broadside illustrating and describing full line of composing room furniture, including type and galley cabinets, makeup and storage tables.

☐ *Bulletin*—One printing press roller, cage, quill and ball bearings. Illustrated.

☐ *Bulletin*—Illustrating and describing line of composing room furniture of various kinds.

☐ *Ideal News*—Reproduction of newspaper setting, showing possibilities of 8½-pt. Ideal with Vogue Bold headings.

☐ *Park Avenue, Raleigh Cursive, Eagle Bold, Agency Gothic Open*—Various specimen sheets showing composition possibilities of type faces.

☐ *We Have Taken the Trouble to Find Out About Zinc*—Four-page illustrated folder explaining points of photo-engravers' zinc.

☐ *The Curtain Rises*—Four-page illustrated folder, done in several colors to demonstrate work which may be done on a new printing press unit.

☐ *Parts Catalog*—Fore line-composing machines, 96 pages and cover, illustrated, with cut-out thumb index.

☐ *Metal, a Study in Operating Economy*—General discussion of type metal problems with suggestions as to how costs can be reduced.

Printing Equipment Engineer,
1370 Ontario St., Cleveland, Ohio.

Gentlemen: Please send the literature checked above without obligation.

Name of Company_____

Attention of_____

Position_____ Dept._____

Street Address_____

City_____ State_____

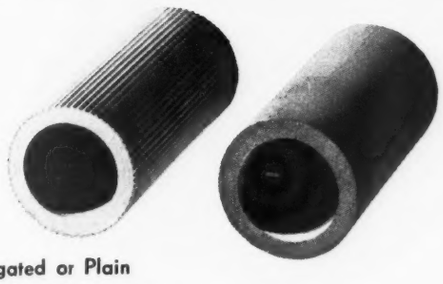
Peters Joins Rapid

F. P. Peters has recently joined the Rapid Roller Co., Federal at Twenty-sixth, Chicago. It is stated he will serve in a sales capacity.

New Gas and Electric Scorchers

It has been announced that the American Publishers Supply, West Lynn, Mass., will soon have ready two new models of stereotype matrix scorchers. One model will be heated by gas and the other model will be heated by electricity and will be an addition to the line of electric models now made by this company.

BOOTH
"Green" Keyboard Rollers



Corrugated or Plain
$6.60 per Dozen

Booth "Green" Keyboard Rollers are a laboratory product kept under constant control at all times in order that the user of the rollers will always get a uniformly high quality of production. The rollers you order today will be in every way the same as you ordered a year ago or that you will order a year from now.

They are permanently resilient for the life of the roller. They are used by many prominent printing and publishing plants throughout the country. Booth Keyboard Rubber Rollers are colored green for your protection. Use no others.

A NEW BOOTH PRODUCT

Send for a tube of Zink Cut Cement for mounting cuts on any kind of base. 75c per tube. $6.00 per dozen.

The E. A. Booth Rubber Co.
364 Rockefeller Bldg. Cleveland, Ohio

Harry V. Ball Passes On

Harry V. Ball, 54, vice president and director of R. Hoe & Company, manufacturers of newspaper printing presses, died on June 1 at the Phillips House, Massachusetts General Hospital, in Boston, after an illness of several months.

He was very well known throughout the country to mechanical executives in the printing and publishing industry. Resolutions of sympathy were passed at the St. Louis Mechanical Conference early in June.

At the annual meeting of R. Hoe & Company stockholders, April 10, he was elected one of the five directors to represent Class A Stockholders.

Five associates of Mr. Ball in R. Hoe & Company acted as pallbearers at the funeral services held in Bedford, Mass. on June 4. They were Harold M. Tillinghast, F. L. McCarty and John M. Masterson, all of New York; Orvis Crain and Ray Willoughby of Boston. Interment was made in West Roxbury. Mr. Ball is survived by his wife, Mrs. Lillian C. Ball, three brothers and three sisters.

Taylor with Kohl & Madden

Announcement has been made that Luther B. Taylor has joined the Kohl & Madden Printing Ink Co., 731 Plymouth Ct., Chicago. He will serve in a sales capacity.

General Repairs of Linotype or Intertype Parts
Special Tools and Appliances for Composing Room
Reid Linotype and Intertype Magazine Racks
WILLIAM REID & CO.
537 SO. LA SALLE STREET CHICAGO, ILLINOIS

DO SOMETHING
about METAL overhead

Don't sit back and sputter over high operating costs. Find out where your money goes. Send today for Monomelt's new booklet "Metal—A Study in Operating Economy." And remember, profits built from savings are just as satisfying as those coming from new business.

HERE'S YOUR TICKET

MONOMELT COMPANY PE-7
1650 POLK ST., N. E.
MINNEAPOLIS, MINNESOTA.

Please send us, without charge or obligation, a copy of your booklet, "Metal—A Study in Operating Economy." We are interested in reducing Type Metal overhecd.

Firm _____

Individual _____

Address _____

How Thick?

Is it 11 points, .152", or is it .155", or maybe .150"? If you do not know, you are guessing. If you are guessing, you are spending money needlessly on makeready.

Electrotype plates should be of a uniform thickness and of a standard thickness — to save makeready.

Gauge measurement is the only safeguard. Gauge measurement of incoming plates will give you a check upon the electrotyper. By gauge measurement you can underlay your own plates to uniform thickness.

Hacker Plate Gauges meet both these needs.

HACKER MANUFACTURING CO.
320 SOUTH HONORE STREET CHICAGO

Of Course You Need a
Hand-ee and Hand Router

No. 8. AB with Ball Bearing Construction. Price, $16.00

EVERY printing plant needs a Hand-ee and Hand Router. It removes and spots out unwanted portions of cuts and plates even if on the press—drills holes in metal or wood base for mounting cuts—clears out jets in linecasting machine metal pot mouthpieces or Monotype nozzles—drills pinholes for registering marks in color plates—sharpens drills—grinds or cuts recesses hard to get at. The Hand-ee and Hand Router plugs in the nearest light socket—snuggles into your hand—operates with a button—spins at the rate of 13,000 r.p.m. Operates on AC or DC, 110 volts—regularly supplied with or without grip sleeve and with 3-wheel assortment.

Send your order today or write for further information.

CHICAGO WHEEL & MFG. CO.

1103 West Monroe Street CHICAGO, ILL.

40 GOOD

PROOFS PER MINUTE

This NEW, compact, high-speed proof press, takes sheets up to 10″ x 30″. Special Vandercook impression cylinder and rubber rollers insure good proofs from forms and galleys that vary as much as .015″ in height.

No. 22
Vandercook
Electric
PROOF
PRESS

No. 22 will accelerate production in the composing room of the newspaper or large printing plant. It is a *Necessity* where speed is a factor.

Write today for complete details of construction.

VANDERCOOK & SONS, Inc.

Originators of the Modern Proof Press

908 North Kilpatrick Avenue Chicago, Illinois

Charles H. Hill Dies

Charles H. Hill, midwestern sales representative for the New England Newspaper Supply Company, died suddenly of a heart attack in Chicago at the Morrison Hotel on May 21. He was 65 years of age. He had been associated with the late Theodore T. Ellis in the New England Newspaper Supply Company for a period of 13 years and was well known to newspaper mechanical executives in the middle-west.

He was superintendent of the Detroit *Journal* pressroom for a period of 20 years previous to his last vocation. He was a member of the International Printing Pressmen's Union and many other fraternal organizations. He is survived by two daughters and a son.

At the St. Louis Mechanical Conference early in June resolutions of sympathy were passed.

New President for Timken

At a special meeting of the Board of Directors of The Timken Roller Bearing Company held June 16th, H. H. Timken resigned as President of the Company, and Wm. E. Umstattd was elected President. Mr. Timken remains as Chairman of the Board.

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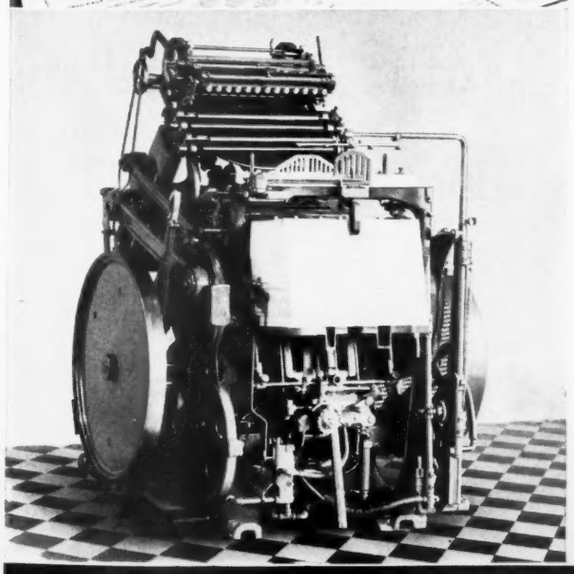


TO THE PRINTER WHO WANTS A PROFIT NOW!

PROFITS in the printing business come from profits earned in the actual production of individual printing jobs as they go through the plant. The lower the costs on their production, the larger the profits on these individual jobs, and the better the possibilities of total profits for the business.

THE NEW CRAFTSMAN PRESS

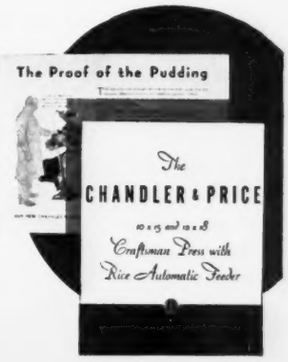
with C & P Rice Automatic Feeder is built for the printer who wants to make a profit—and who wants that profit NOW!

It gives him Handwheel Impression Control—that revolutionary improvement that eliminates platen adjustments and makes possible faster getaway with less time lost between press runs.

It gives him the advantages of a solid, one-piece press frame, with the rigidity required for permanent alignment, accurate register, and smooth, steady, day-after-day operation at profitable production speeds.

It gives him Controlled Ink Distribution, with uniform ink supply ample even for large halftones and heavy solids, plus rapid, accurate setting of the ink through convenient adjustments for fountain, ink disc and form rollers.

The above features, and many others, are described completely in this bulletin. Write us, without obligation, for your copy. We shall also send you "The Proof of the Pudding"—an interesting printed demonstration showing exactly what cost-saving results are possible when you use Handwheel Impression Control.

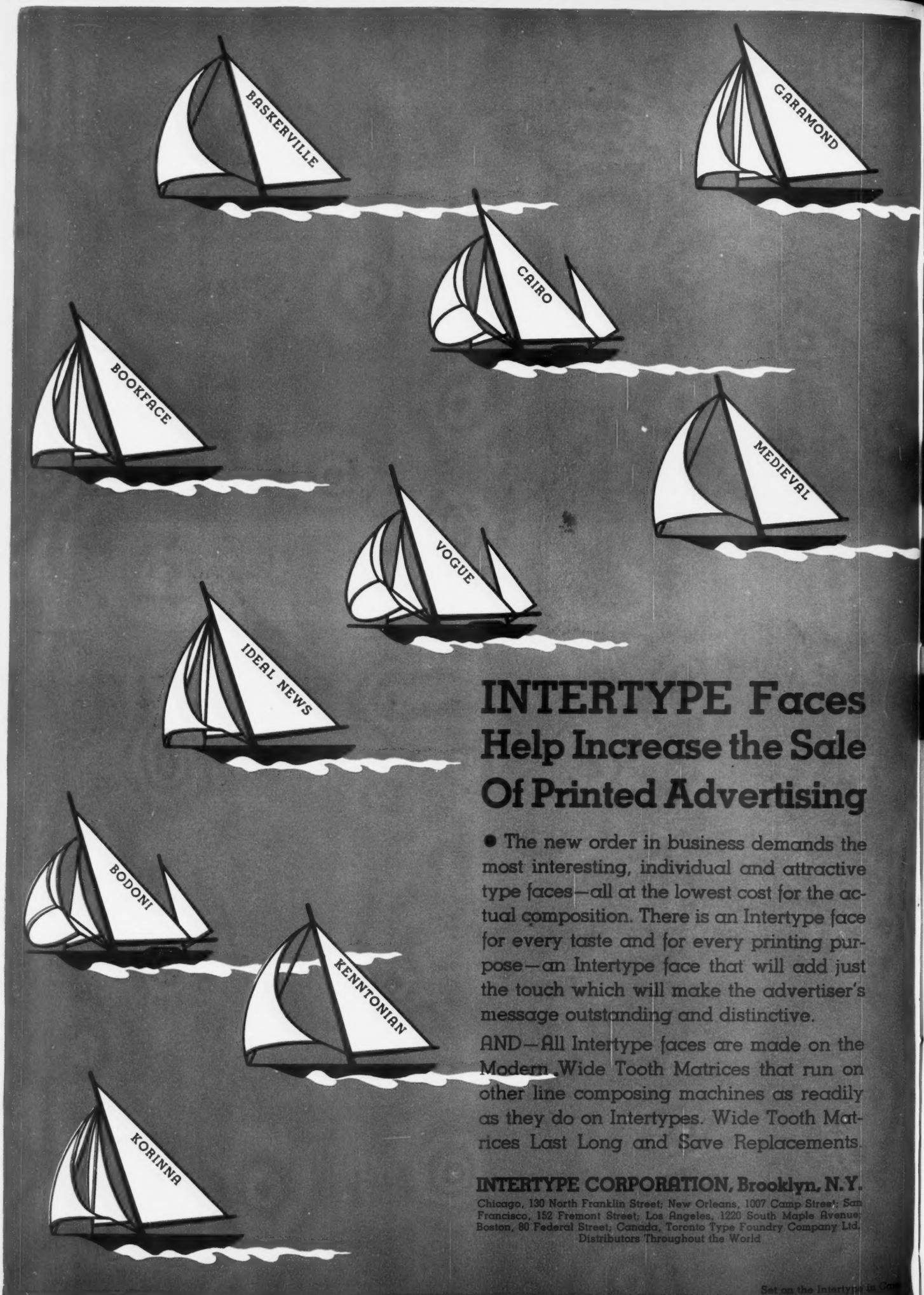


THE CHANDLER & PRICE COMPANY • CLEVELAND, OHIO

Printing Presses and Paper Cutters

Branch Offices and Display Rooms:

New York: Grand Central Palace, 480 Lexington Avenue • Chicago: Transportation Building, 608 South Dearborn Street



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INTERTYPE CORPORATION, Brooklyn, N.Y.

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